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NATIONAL PRINTER-JOURNALIST

Vol. 33 No. 12

CHRISTMAS NUMBER
DECEMBER
1915

The National Printer-Journalist

Is a Profit Producing Investment—yielding, as witnessed by thousands of successful publishers and printers, fifty fold on the investment.

It commands the loyal friendship and continued confidence and interest of its readers and thereby is rendered one of the most profitable and reliable advertising mediums for all dealers in Printing Machinery, Paper, Type, Presses, and other supplies.

It costs its subscribers two dollars a year—less than four cents a week—and its advertising rates, furnished on application, are founded on the service it can render to manufacturers and dealers.

It has been published for over twenty-seven years with the same editor and publisher.

ADDRESS

National Printer-Journalist

B. B. Herbert, Editor and Publisher

4614-4620 RAVENSWOOD AVE. CHICAGO, ILLINOIS

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The Quality of "Butler Service":
Deliveries

WHEN mail gets to Chicago, we do not wait for Uncle Sam to deliver it—WE GO AFTER IT—and from the moment our messenger arrives, the orders are veritably rushed through the necessary routine until the goods are delivered.

It is practically impossible for an order to be delayed in our establishment through neglect of an employee, as the system will signal it automatically before it is too late—the moment there is an unreasonable delay anywhere along the line, a watcher is on its trail. The smallest order is tracked just the same as an order for car-loads. Every efficient means is employed for speeding your orders as much as possible.

To insure accuracy, a very thorough checking system is in force. Motors and wagons are run on schedule the same as the railroads. They leave our establishments in time to make certain trains or boats and when occasions require extra service, we have reserve facilities for giving it.

We doubt whether there is another concern in any line of business that is better equipped and organized to give service than we are.

Why not put Butler Service to work for you?

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co., Milwaukee, Wis.
Missouri-Interstate Paper Co., Kansas City, Mo.
Mississippi Valley Paper Co., St. Louis, Mo.
Southwestern Paper Co., Dallas, Texas.
Southwestern Paper Co., Houston, Texas.
Pacific Coast Paper Co., San Francisco, Cal.
Sierra Paper Co., Los Angeles, Cal.
Central Michigan Paper Co., Grand Rapids, Mich.
Mutual Paper Co., Seattle, Wash.
Commercial Paper Co., New York City.
American Type Founders Co., Spokane, Wash.
American Type Founders Co., Vancouver, British Col.
National Paper & Type Co., (Export only), New York City.
National Paper & Type Co., Havana, Cuba.
National Paper & Type Co., City of Mexico, Mexico.
National Paper & Type Co., Monterey, Mexico.
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J.W. Butler Paper Company, Chicago.

ESTABLISHED 1844

148

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The Existing World's Supply of

LINOTYPES

include over 30,000 Machines

mostly sold on long terms of payment

This great army of 30,000 machines is keeping the world informed, every day, in every modern language, in every civilized quarter of the globe, in Peace as in War.

The inventive genius and mechanical skill of the many minds, which, for twenty-five years, have been expended on this unhalting development in perfecting upwards of a thousand patents, render

The MULTIPLE MAGAZINE LINOTYPES

(Broadly covered by Patents)

The highest expression of efficiency embodied in any COMPOSING MACHINE in the world.

The kind of machine you want at the price you want to pay on easy terms of payment at prices ranging from

$1200 *to* $4150

Large stock of machines and over 100,000,000 finished matrices are carried in stock at our agencies throughout the civilized world, thus insuring the promptest possible service.

Backed by ample capital, its factory and its executive force are ready to serve you with the same care and fidelity with which they have served their many thousand customers.

Address the MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

Agencies carrying Stocks of Supplies in all the principal countries of the world

LINOTYPE vs. INTERTYPE

FIRST AND SECOND PATENT SUITS

IMPORTANT LINOTYPE PATENTS UPHELD BY COURT

In a decision recently handed down by Judge Hough of the United States District Court for the Southern District of New York, The International Typesetting Machine Company was declared an infringer of the following patents owned by the Mergenthaler Linotype Company:

Homans	**No. 830,436**
Hensley	**" 643,289**
Dodge	**" 739,996**
Rogers, Reissue	**" 13,489**

Among the patents infringed are the very important patents covering the TWO-LETTER DEVICE IN THE FIRST ELEVATOR, and the METHOD OF MOUNTING AND REMOVING THE MAGAZINES.

The patents covering the resistant to prevent overthrow of the mold during justification, and the mold banking supports are also declared to have been infringed.

The Mergenthaler Linotype Company will take steps to protect its rights against manufacture, sale or use of the infringing devices.

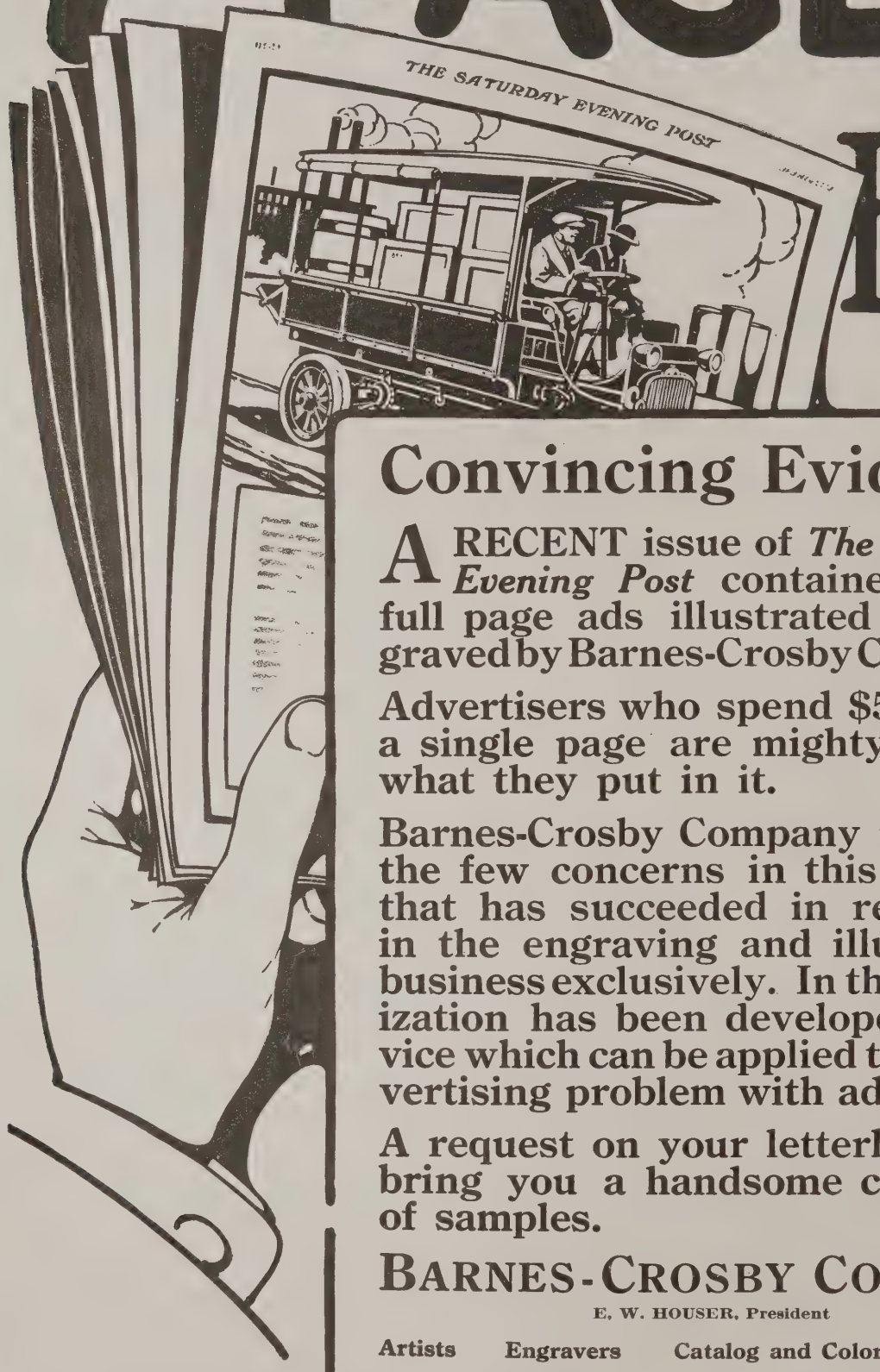
A Third Suit filed by this Company against The International Typesetting Machine Company in the United States District Court for the Eastern District of New York is now pending.

MERGENTHALER LINOTYPE COMPANY

Tribune Building

New York, N. Y.

7 PAGES



Convincing Evidence

A RECENT issue of *The Saturday Evening Post* contained seven full page ads illustrated and engraved by Barnes-Crosby Company.

Advertisers who spend $5,000 for a single page are mighty careful what they put in it.

Barnes-Crosby Company is one of the few concerns in this country that has succeeded in remaining in the engraving and illustrating business exclusively. In this organization has been developed a service which can be applied to any advertising problem with advantage.

A request on your letterhead will bring you a handsome collection of samples.

BARNES-CROSBY COMPANY

E. W. HOUSER, President

Artists Engravers Catalog and Color Plate Makers

CHICAGO ST. LOUIS

A Thing Overlooked

Quite Often Is the Matter of Work Tables for the Bindery and Pressroom

We have designed a complete line of indestructible steel Tables for use with Folders, Stitchers and Presses; also to be used for hand folding, gathering, collating, etc. We make these Tables with or without casters and also supply them with removable sides and end pieces, trays, etc., as shown in the accompanying illustrations.

Table No. 785—36x72 in. with rubber tired casters and side boards No. 785A. Price complete, $46.00.

Table No. 790—30x30 in. with rubber tired casters, side boards No. 790A and tray No. 790B. Price complete, $29.60.

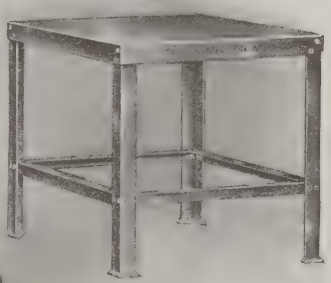


Table No. 790—30 x 30 in. Price, $10.00.

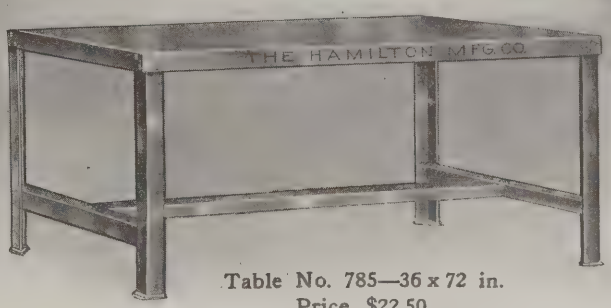


Table No. 785—36 x 72 in. Price, $22.50.

You need some of these labor-saving Tables in your plant. They will earn their own way and are so well made that you will never need replace them in your business lifetime.

Extra heavy gauges of steel are used in the construction of these Tables to insure the maximum of durability.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed *free* to every inquiring printer

H.D. INK

H.D.

H.D. INK

A MEDIUM PRICED GOOD BLACK INK HAVING PECULIAR WORKING QUALITIES WHICH

MADE

THE QUEEN CITY FAMOUS

On the market

since

1860

more POPULAR TODAY than ever

IF NOT ACQUAINTED

LET US

INTRODUCE H.D. TO YOU

THE QUEEN CITY PRINTING INK CO.

MAKERS OF

HIGH GRADE BLACK AND COLORED PRINTING INKS

CINCINNATI

CHICAGO
PHILADELPHIA
MINNEAPOLIS

DETROIT
BOSTON
KANSAS CITY

ROCHESTER
DALLAS
ST. PAUL

H.D. INK

H.D. INK

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

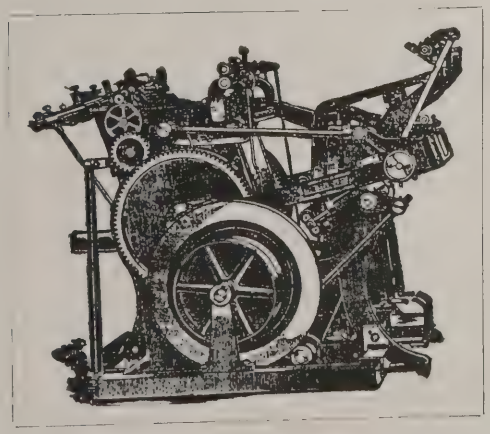
A Bed and Platen Press that Runs automatically at from 2,500 to 3,500 per hour, and doubles this output by printing two separate jobs at the same time

$250 DOWN

ON an initial investment of but $250 in a STANDARD HIGH-SPEED AUTOMATIC JOB PRESS, any office having work enough to keep it running ONLY HALF THE TIME, can earn the amount of the deferred monthly payments and a big profit besides.

Thus in fifteen months, this $250 investment would be represented by a $1,750 machine, free and clear, in your plant, and you would have earned a large cash balance besides.

Ask us to write you or send our representative.



WOOD & NATHAN COMPANY

Sole Selling Agent

Standard High-Speed Automatic Job Press

30 East 23rd Street, - NEW YORK

1915
PROSPERITY & STANLEY PROCESS
1915

TYPE METALS

From present indications, we have good reason to believe that Nineteen Hundred and Fifteen will be a year of great prosperity.

Good Type Metal — Good Times

Begin your year with an order for the best type-metal ever made
STANLEY PROCESS TYPE METALS

Prices for January, f. o. b. N. Y.

Linotype	7½c
Intertype	7½c
Nonpareil Monotype	10½c
Standard Monotype	8½c
Stereotype	7¾c
Combination	8c
Typograph	7½c
Electrotype	5¼c

Prices subject to market changes.

SYRACUSE SMELTING WORKS
147-153 Jewell St., Brooklyn, New York

Miller Saw-Trimmer

Says the Herald-Dispatch, Decatur, Ill.:

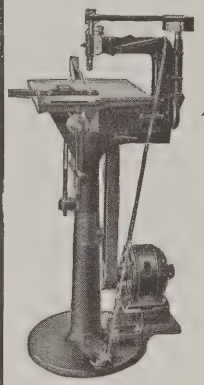
"No other inexpensive machine does so much for a Job or Newspaper Plant."

In the Small Job Plant

If you are only using one cylinder and a couple of platens, a Miller equipment will cut your productive costs and increase the output of your presses.

Your plant may be *young*, and it may be *small*, but the quicker you displace the nursery playthings—hack saws, gimlets, shute boards, sandpaper blocks, pocket knives, lead cutters, etc.—with real grown-up cutting tools, the quicker you'll be making additional money.

The Miller is the only "man-size" cutting machine for the composing-room.



Miller Saw-Trimmer with Router and Jig-Saw Attachment

In the Daily Paper Ad Alley

In no phase of the printing game are minutes and seconds more valuable than in the Daily Paper Ad Alley.

The Miller Universal Saw-Trimmer has revolutionized theory, practice and time-honored methods in this department.

Thousands of ads now get into early editions that wouldn't have had a chance to touch elbows with a type-louse before the Miller was installed.

It's the ads that "go to press" that "bring home the bacon."

In the Trade Linotype Plant

The Miller Special-Purpose Saw-Trimmer is the ideal machine for the trade composition shop.

Saws and trims slugs crosswise or lengthwise in one operation.

Miters, and cuts other angles as rapidly and accurately as square cutting.

Leaves no burrs or fins.

Reduces "leaded matter" to "solid" 20 lines per minute.

Speed, capacity, accuracy unequalled.

Increases the capacity of your linotypes 25%.

Miller Saw-Trimmer Company
Point Building **Pittsburgh, Pa.**

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 545 Clay St. — SEATTLE, Armour Bldg.

IF YOU BUY THESE

Set in Pencraft Old Style and Pencraft Title

YOU BUY THE BEST····YOU BUY

PERFECTION·QUALITY

Superior Copper-Mixed Type
Borders, Corners, Ornaments
Electric-Welded Steel Chases
Iron, Steel and Metal Furniture
All-Brass Galleys, all kinds
Brass Rules, Leads and Slugs
Metal Leads, Slugs and Bases
All-Steel Tableting Presses

ALL MADE AND SOLD BY

BARNHART·BROTHERS·&·SPINDLER

715-721 S. Dearborn St., CHICAGO, ILL.

ST. LOUIS, MO.—Third and Locust Sts. NEW YORK, N. Y—29 Great Jones St. ST. PAUL, MINN.—310-312 Cedar St.
WASHINGTON, D. C.—1224 H Street, N. W. KANSAS CITY, MO.—710-712 Baltimore Ave.
OMAHA, NEB.—1114-1116 Howard St. DALLAS, TEX.—1102 Commerce St. SEATTLE, WASH.—71 Columbia St.

Profitable New Year Resolutions

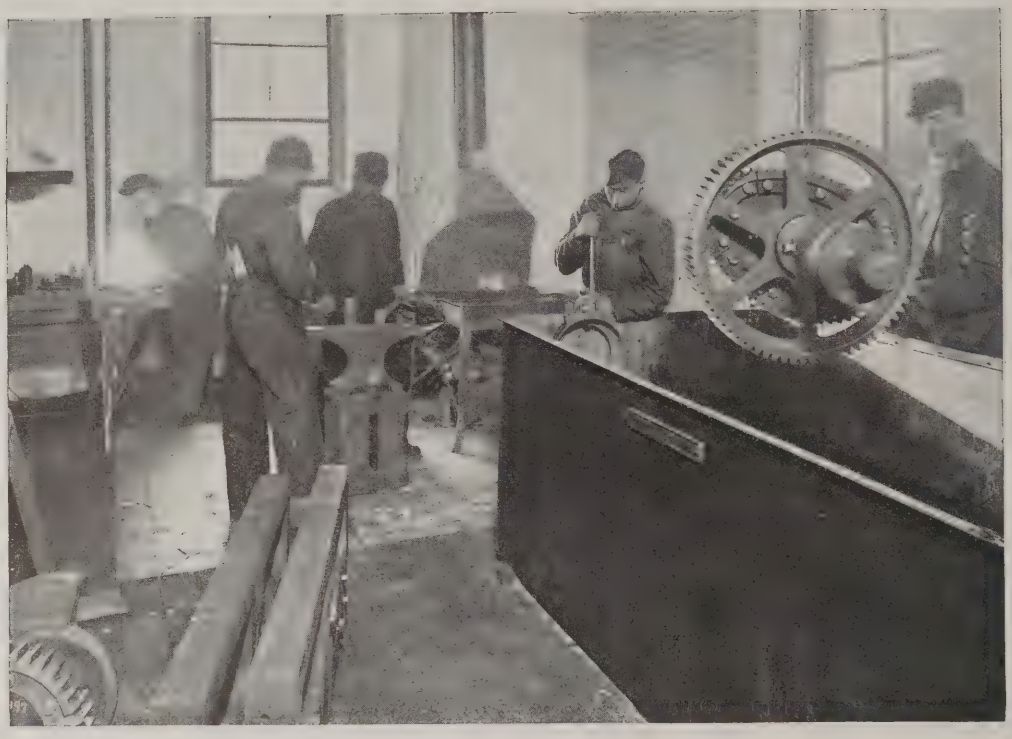
The Boston Will Do It

For 1915 resolve to improve your wire stitching department: *the BOSTON will do it.* Resolve to cut cost of stitching production: *the BOSTON will do it.* Resolve to improve the quality of your work: *the BOSTON will do it.* Resolve to save time and labor expense: *the BOSTON will do it.* Resolve to effect economies in operation: *the BOSTON will do it.* Resolve to get the maximum output of the department: *the BOSTON will do it.* To the efficient manager, these and other results incident to the installation of Boston Wire Stitchers will make the year 1915 a very gratifying one from the standpoint of profit and wire stitcher satisfaction. For further particulars write the selling agent

American Type Founders Company

Set in Cloister Oldstyle and Cloister Italic

Johnsonized Printing Machinery



AN IMPORTANT CORNER OF MACHINE SHOP

ONE of the reasons for the continued satisfaction that the users get from JOHNSONIZED PRINTING MACHINERY is due to the thorough cleaning of all parts of the printing machinery by means of a large lye vat, or tank, heated by means of steam coil. This process practically makes original castings of the parts, bringing them back to the condition of naked iron Every part is then carefully examined for wear and possible breaks and flaws. Each part is treated as a separate job, and then all assembled into the complete machine, same as it is to be used on the customer's floor. The machine is then tried out under actual printing conditions before being taken down for shipment.

The Williston North Dakota Herald tells us on October 30th, 1914, that the JOHNSONIZED Two Revolution Cottrell installed for them in March, 1911, had just finished printing a forty-eight page special edition, during which it had been run twenty-four hours a day for about ten days; ran like clock work and didn't cause a moment's trouble.

C. I. JOHNSON MFG. COMPANY

THE FIRM OF PRACTICAL MEN

48-50 EAST THIRD STREET ST. PAUL, MINNESOTA

SET IN HANSEN CRAFTSMAN OLD STYLE AND CASLON FULL FACE

The 1915 Edition of

The American Newspaper Annual and Directory

Is Ready for Delivery

Sent anywhere in the United States on receipt of $5.00 (express charges collect) by the publishers.

N. W. AYER & SON
PHILADELPHIA

STANDARD BOOKS ON PRINTING

THE ART AND PRACTICE OF TYPOGRAPHY

By Edmund G. Gress. Fifty large inserts in color—Seven hundred reproductions, mostly in color, of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book. Size 9½x12½. 250 pages. Cloth. Postpaid, $5.00.

THE AMERICAN MANUAL OF PRESSWORK

The most elaborate and exhaustive volume ever published on the subject. It is a book of the practical kind that is indispensable for pressmen and others having to do with presswork. 164 solid text-pages and many artistic inserts in two and more colors, besides more than a hundred illustrations in one color. Size 8½x12½. Cloth. Postpaid, $4.00.

HOW TO MAKE MONEY IN THE PRINTING BUSINESS

By Paul Nathan. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in the book bearing this title. Every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of printing—a thing all are anxious to do. 288 pages. Cloth; gilt stamped. Size 5¾x9. Postpaid, $3.00.

HOW TO FIND COSTS IN PRINTING

By A. E. Davis. A simple yet thoro method of arriving at cost of production in printing establishments. Fully illustrated with reproductions of the necessary forms in full size. Based upon a wide practical experience. An invaluable aid to the superintendent, manager and employer. 5x7½. 128 pages, 17 diagrams in full size. Cloth. Postpaid, $1.50.

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By Theodore L. De Vinne, A.M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. 5x7½. 476 pages. Cloth. Postpaid, $2.00.

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A general review of all the branches of printing written in an interesting and concise manner without the use of ultra-technical expressions. Each chapter is divided into two parts, historical and practical. The book is an encyclopedia of facts valuable to those having to do with printing and is one of the best reference works obtainable. It should be in the library of every studious printer. Over 300 pages, 25 in color, and 182 illustrations. 5¼x7½. Postpaid, $2.00.

PRACTICAL PRINTING

By George Sherman. A book about printing that deals with the working of the plant. Practical advice to the printer who is starting in business, how to make a profit. Starts with a chapter "From Apprentice to Journeyman" and covers briefly all the main points that come under the title of the book. 144 pages. 5x7½. Cloth. Postpaid, $1.50.

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A portfolio of more than one hundred full-size type designs, set from actual customers' copy and printed in various two-color harmonies, on fine-quality colored stock. They include cover-pages, letterheads, billheads, business cards, tickets, etc., and are designed for the purpose of being usable, especially in offices where no layout men are employed. The colors are different on each page and should prove very instructive, as they are original and played up to match the papers upon which they are printed. The volume is bound in artistic paper cover. 9½x12½. Postpaid, $1.00.

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The Offset Process—From a Practical Viewpoint

By Lee L. Crittenden. Some of the subjects discussed are: Equipment Required; Kind of Work Most Profitably Done; Working Force; Comparison of Offset Printing With Other Methods; Paper and Ink to Use; Cost Figures; The Offset Plant in Small Cities, Etc., Etc. Illustrated with diagrams. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

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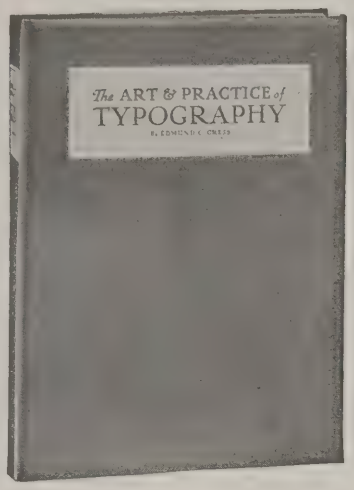
By Robert Seaver. The chapter headings: Casting-up a Table; The Size of Type; Leading a Table; Headings; Foot-Notes; The Selection and Use of Rules; The Care of Rules; Practical Points in Make-up; A Substitute for Tables. 5¼x7. 20 pages. Paper. Postpaid, 25 cents.

A System for a Medium-Sized Printshop

By Charles V. Simmons. The author tells of his experience with a six years' use of a cost system. Illustrated on the pages are Job Envelops; Job Tickets; Record Cards; Pressman's Cards; Ink Cards; Estimate Blanks, Etc., Etc. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

Send orders to National Printer-Journalist, *Ravenswood Station,* Chicago



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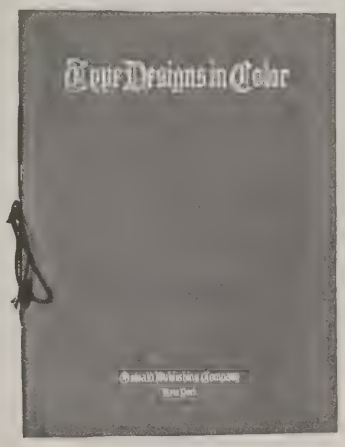
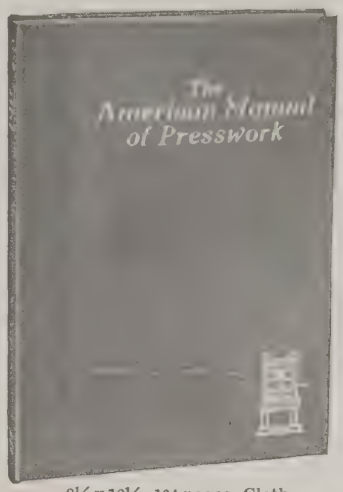
Postpaid, $5.00



9½ x 12½. Paper
Postpaid, $1.00



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Postpaid, $4.00

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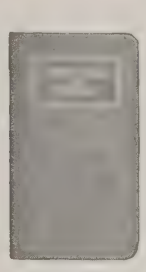

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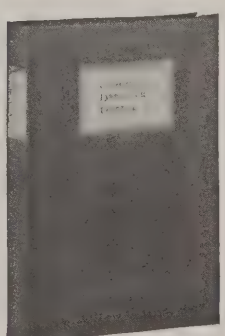

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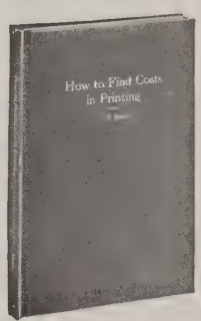

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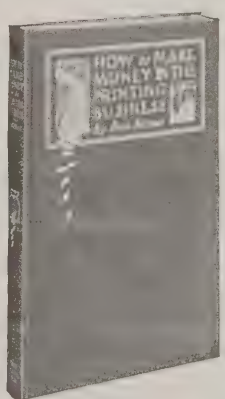

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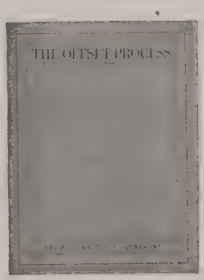

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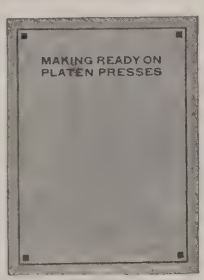

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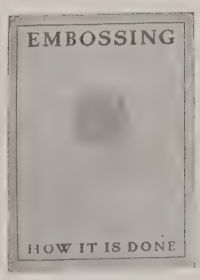

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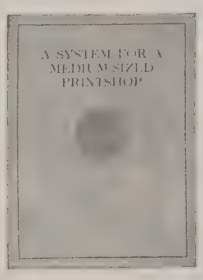

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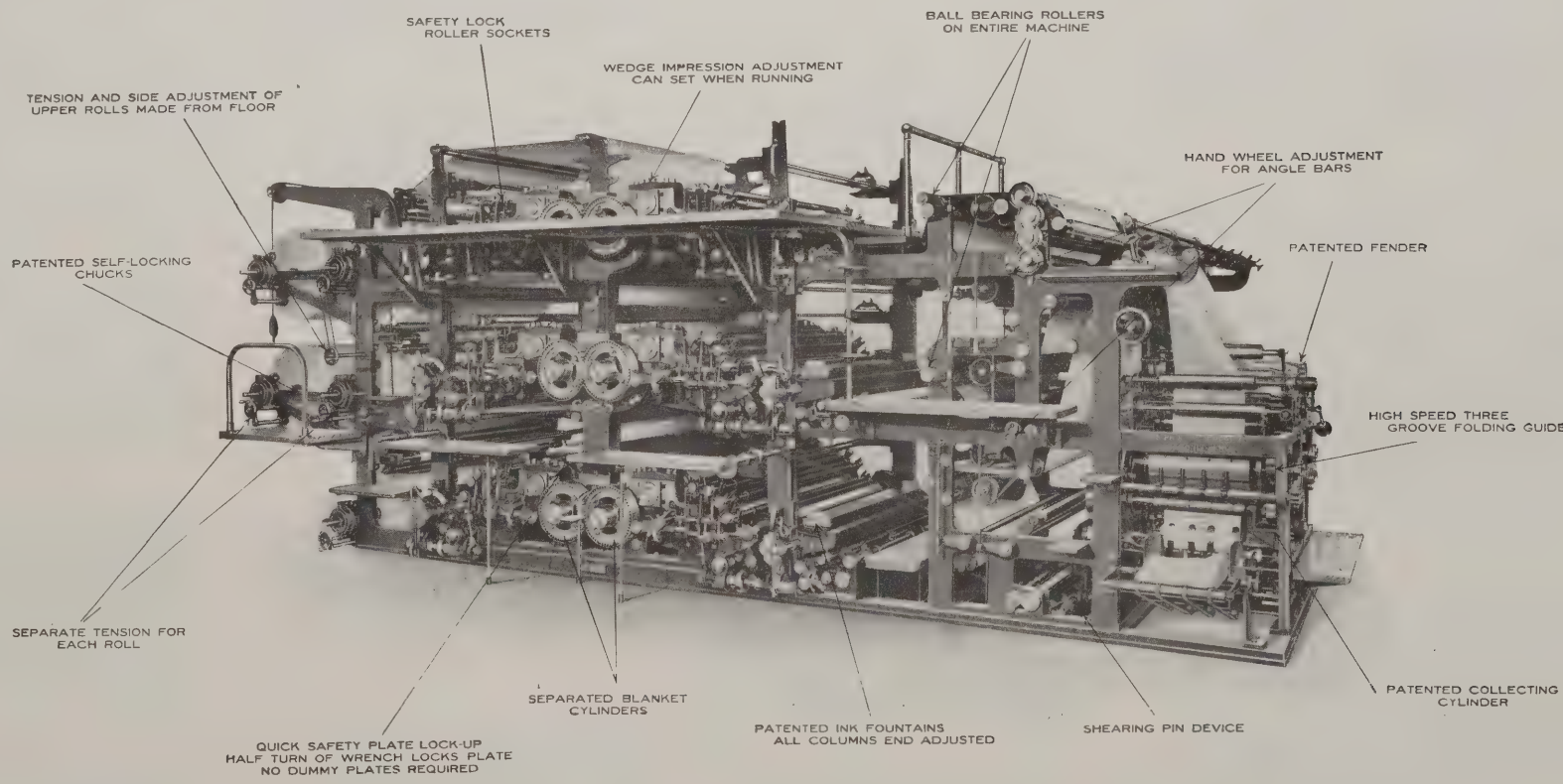
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Some Systems of Paying Wages

The Third of a Series of Articles on Efficient Cost Keeping

By A. M. Burroughs, Burroughs Adding Machine Co.

ABOR is time and time is money in factory economy. Time is one of the most expensive things the average manufacturer pays for, because it involves a cost that, in most cases is about equal to cost of material and overhead expenses combined.

The proper cost system gives an absolute check on the time reports of workmen and foremen and shows just how each man's time has been expended.

Shows How to Get Best Results

To know where and how we may most efficiently apply the time of our employes to get the best results, is the great question of the day.

No adequate answer to this question can be found elsewhere than in a complete and thorough cost system, combined with a knowledge of the theory and application of Scientific Management.

A man is paid wages in order to produce certain results. These results are more or less well defined just in proportion as each man's work in a factory is defined.

Standard for Judging Productiveness

The cost record of a factory is the standard by which the importance, ability, and productiveness of the employes is judged in the economy of that factory. Their efficiency is judged by the standards which have been scientifically determined for handling the same operations. The amount of their wages is dependent upon that record.

It is therefore important that the man who works for wages, produce all that the manufacturer can reasonably expect of him, or that the manufacturer has been able to get from anybody else doing that same class of work.

Hence the necessity for a manufacturer to know from actual records the comparative worth of a man, not only for his own protection, but also that he may pay the man all that the work is worth.

Efficient Wage Necessary as Incentive

The most efficient wage system is the one which insures to every employe a minimum wage, offers an adequate reward to the efficient employe, and furnishes an incentive for greater production to the inefficient or "soldiering" employe.

Before a system of this sort can be established all operations must be analyzed and standards of production set. Conditions must be equalized, time and motion studies made, waste and lost motion eliminated.

Necessary to Cutting Out Loss

In his book, "Maximum Production in Machine Shop and Foundry," Mr. C. E. Knoeppel emphasizes the importance of thoroughly planning and analyzing all the operations in order to cut out lost motion, wastes, and inefficiencies. He also advocates the establishing of standards of production, not only as a guide to weaknesses in the conduct of the business, but as the basis for reward for personal effort.

Then he recommends a bonus reward to those who endeavor to take advantage of bettered conditions and efficient planning, in proportion to their assistance in eliminating inefficiency.

"Standard Premiums for Standard Specifications."

Mr. Harrington Emerson says:

"Time and quality specifications should be predetermined for all labor and service (the same as for the raw material purchased, and a wage should be specified with a standard premium for standard specifications, with equivalent gain to the seller for the extra value delivered.

"Standard time determinations usually show that fully 50% more work can be turned out per machine and per man if all the methods, machines and men are toned up."*

Abstractly speaking, every conscientious man who thinks, should endeavor to produce the utmost for the money he receives, on the general principle that "He profits most who serves best." Unfortunately, too few people regard the matter in this light.

Therefore, we must take men as we find them, and in order to get the greatest efficiency, we have adopted various systems that place a premium on a man doing what he should do. When we devise a wage system that will make a man want to produce the utmost for his pay, we will have the wage system that will immediately supplant all others.

Plans of Wage Payment

There are numerous plans by which the wages paid to a workman can be determined. They are—

1. Day Rate Plan.
2. Piece-work Plan.
3. Differential Plan.
4. Premium Plan.
5. Bonus Plan.
6. Profit Sharing Plan.
7. Stock Distribution Plan.

The value of any wage system over another necessarily depends upon the conditions of the plant in question, and the plan must be adopted after a careful study of these conditions and the nature of the product.

The different systems are briefly explained in the following lines.

For further information on the subject of wage systems, we refer you to Dr. F. W. Taylor's, "Shop Management," Gilbreth's "Primer of Scientific Management," and "Motion Study," Gantt's "Work, Wages and Profit," Knoeppel's "Maximum Production."

*"Efficiency," by Harrington Emerson.

Day Rate Wage Plan

The Day Rate or the Day's Work Plan is one of the most generally used: first, because it is the simplest, and second, because it makes a less complicated pay roll.

It applies both to high-class labor and to men engaged in more or less routine work and those employed in non-productive labor.

It consists in paying a workman a certain rate a day or an hour; the amount of pay is determined by the market rate for the class of work and afterwards by the special skill of the workman.

There are objections to this plan, especially where no adequate cost system is used, because there is no incentive to make a workman do his best or to produce to his full capacity. He gets so much a day whether he makes 100 parts or whether he makes 75. If he happens to be faster than his fellow workmen and discovers that he is doing more work than they, he asks for a raise; and if he doesn't get it, he slows down to the same pace.

In other words, the day rate gives the men an opportunity to take it easy; their only incentive is a prod from the foreman when he sees that they are "soldiering." It is all in favor of the workman.

Equalizing Wages in Day Rate Plan

The only way in which a day rate plan can be equalized between employer and employe is by a cost system. Of course the total labor cost can be predetermined on account of the fixed rate paid to the men, but the relation between the rate and the amount of work each man is turning out cannot be exactly known unless some kind of record is kept.

There are some classes of labor where the amount of work is not measurable by quantities, such as engineers, firemen, inspectors, truckmen, watchmen, clerks, etc.

These necessarily must be paid so much a day, but the men who turn out the goods can be measured by the amount of work they do.

Suppose that each man turns in a labor distribution ticket every night, showing how much work he has done during the day, or turns in a separate ticket when he has finished a job. The information thus gathered, if properly used, will show the relative value of workmen.

This is especially true where a certain rate an hour is paid and there is prospect for an increase of pay with an increased amount of work.

Under these conditions the labor distribution

tickets which are turned into the cost department, and which show the time consumed on certain jobs by different workmen, contain data that indicate those who deserve a "raise."

Without an increase of pay in view, the ticket would, in all probability, show a dead level of production on the part of all the workmen and be of no utility except to indicate that some man is wasting an unusual amount of time.

"Time is Money"

Time is money to the manufacturer always, to the employe only when it is made to appear so.

Dr. Frederick W. Taylor says in his book, "Shop Management":

"The art of management has been defined 'as knowing exactly what you want men to do and then seeing that they do it in the best and cheapest way.'

"The principal object of management should be to secure the maximum prosperity for the employer coupled with the maximum prosperity for each employe.

"Scientific Management has for its very foundation the firm conviction that the true interests of the two are one and the same, 'that prosperity for the employer cannot exist through a long term of years unless it is accompanied by prosperity for the employe, and vice versa,' and that it is possible to give the worker what he most wants—high wages—and the employer what he wants—a low labor cost—for his manufactures."

The men are paid, say, for ten hours a day. If they waste half an hour or an hour of it, the employer pays just the same amount as if the full ten hours had been productive. This increases the cost of his goods.

The table below shows how much money a daily waste of five minutes amounts to in a year and should be studied carefully by every employer who is anxious to cut down the cost of production:

Rate per Day	Loss By 1 Man	By 10 Men	By 20 Men	By 25 Men	By 35 Men	By 40 Men	By 50 Men	By 100 Men
$1.00	$2.90	$29.00	$ 58.00	$ 72.50	126.70	144.80	181.00	362.00
1.25	3.62	36.20	72.40	90.50	152.25	174.00	217.50	435.00
1.50	4.35	43.50	87.00	108.75	203.00	232.00	290.00	580.00
2.00	5.80	58.00	116.00	145.00	253.75	290.00	362.50	725.00
2.50	7.25	72.50	145.00	181.25	304.15	347.60	434.50	869.00
3.00	8.69	86.90	173.80	217.25	$101.50	$116.00	$145.00	$290.00

This table illustrates what a daily waste of five minutes may mean in actual dollars and cents in a year.

Labor Distribution Tickets

Labor distribution tickets are made out by the foreman or his clerk, and on them is recorded the time of beginning and finishing a job.

They provide a means of keeping "tab" on the men and finding the exact labor cost.

This is especially true of a factory that is turning out a uniform commodity.

The very fact that each workman has a ticket and knows that the work he is doing will be timed by it in the cost department, makes him put forth more effort.

If he wastes time and escapes the surveillance of his foreman today, his ticket will indicate the extra time to complete a job and show the discrepancy between today's work and the work on the same job tomorrow or next day. Besides, there are other workmen engaged in the same work with whose expertness he can be compared.

The adding machine plays a most important part in the addition of time and amounts on the labor distribution tickets, not only for getting the labor cost of jobs, and checking the pay roll, which will vary with absentees, lates, new men, etc., but for compiling data from which information can be obtained regarding any man's record.

A daily or weekly charge to accounts or to departments, and the earnings of workmen, cost of jobs, etc., can be quickly determined with an adding machine.

In fact, the machine makes possible the compilation of valuable statistics within a reasonable length of time, such as would be practically impossible without it.

A still greater advantage of exact statistical information is that it makes the day rate wage plan more equitable to the employer. It shows him whether or not his men are doing their work faithfully.

Piece Work Wage Plan

The Piece Work Wage Plan is based on the principle of paying the employe for the exact amount of work he does.

He gets so much a piece or so much a hundred pieces, and therefore has a chance theoretically, and to a considerable extent in practice, to earn according to his efforts and abilities.

The tendency of workmen to lag when paid by the day or hour is so universally manifest

in all kinds of business that the manufacturer must realize that he is paying too much for his labor when he uses this plan.

In order to remedy this defect in the day rate plan, the piece rate was instituted. No sooner did it go into effect, however, than the rate of production in some factories jumped by leaps and bounds, and men who were formerly employed at $2.50 and $3 a day began to earn wages of $4 and $5.

This fact immediately showed the manufacturer that he had been imposed upon by his workmen while operating under the day rate plan. In order to adjust properly the wages to the class of work being done, he made a cut in the rate for each piece.

The inevitable cut shows the workmen that if they produce too much they will only set for themselves a high speed standard and still be unable to earn more than a certain maximum amount. So human nature again creeps in and the men begin to work just fast enough to get the highest wage without going beyond the limit that will mean a cut.

In this way the full advantage of a piecework rate is considerably modified.

Inspection Necessary

This system also makes it necessary to inspect carefully all parts because of the increased rapidity with which they are made and the corresponding liability to faulty workmanship. Each workman is held responsible for the parts rejected and in this way compelled to exercise care in their manufacture.

It requires tact and expert judgment to change from a day rate to a piece rate plan. For days before the change is made, the rate of production of the men engaged in the different classes of work must be quietly studied in order to arrive at a fair price for each piece. Time and motion studies of the workers must be made to find out what is the best possible average production per hour. The piece rate should be based on a scientific analysis rather than on past performances, the efficiency of which is not known.

In order for a piece rate system to be efficient, "all conditions must be standardized, the rates must be based on times carefully, scientifically and impartially determined; there must be a guaranteed rate per hour in case piece rates are for any accidental cause too low."

Scientific Management Necessary

A scientific system of management is important for the most effective handling of piece-rate workers' time and earnings.

Labor distribution tickets are used the same as with the day rate plan, the time required for making a certain number of parts being recorded.

There must be standards of production and the results secured by the various workmen, as shown by the tickets, must be compared with these standards.

The fact that a certain employe turns out an unusually large number of parts a day means nothing in itself. The efficient manager wants to know how this production compares with his scientifically determined standards for that work.

Some men who could earn $3 a day by applying themselves, are content to earn $1.75 or $2.00 and ease down on their work accordingly. This is a detriment to the general efficiency of the factory and must be discouraged.

The cost keeper finds that the adding machine is indispensable for getting the total time and earnings of piece workers on different jobs without an undue expenditure of clerical time and labor.

After getting the total labor cost of a job or operation, the machine is used for making extensions to determine the burden or indirect expense on that job or operation and in this respect saves time and money. In addition to the time saved, there is an assurance of accuracy in the listed proof of the work.

Differential Rate Wage Plan

The third plan is known as the Differential Rate Plan and has met with the approval of a great many manufacturers because of the equitable adjustment of wages to production.

The Differential Rate Wage Plan was invented by Dr. Frederick W. Taylor.*

It gives unusually high pay to the man who turns out a high output and unusually low pay to the inefficient workman. Before this system can be installed, however, the conditions and equipment in the plant must be standardized. It is particularly efficient on work that is done day after day and year after year.

This plan consists of paying the workman an increased rate for each piece according to the increased number of pieces that he produces above a certain standard, and likewise of decreasing the rate for each piece in case the number he produces falls below the standard. The standard is fixed by ascertaining through time studies the normal output for a day of the first-class workman.

Illustration

The easiest way to explain this plan is by an illustration:

*See "Shop Management," by Dr. Frederick W. Taylor.

Suppose the manufacturer has found out by experience that eight of a certain kind of parts can be made by the average workman in a day of ten hours and that for each part 27 cents can be paid.

The manufacturer tells the workmen who are engaged on this class of work that if they will make ten parts a day and do the work perfectly, they will receive 29 cents apiece for them, and if, by their industry and ability they can make eleven parts a day, they will receive 30 cents apiece for the work.

Likewise he tells them that in case they fail to make as many as eight parts, the price for each part will be lowered so that if only seven parts are turned out, they will get 25 cents apiece for them. It will be seen from this, that each workman is given an opportunity to earn extra money.

Economy of Plan

Looking at it from the manufacturer's standpoint, the man who can turn out the most work, even at the increased rate for each part, is more economical to him and reduces the final cost of each part more than the man who turns out only a few pieces and gets the smaller rate for each part.

This is true because the burden or overhead cost for manufacturing a few more parts a day is not as great in proportion to the number of parts manufactured as when fewer parts are made each day and the work is spread out over several days.

Thus the amount of burden to be added to the eleven parts that a skilled workman turns out in one day is not as great as the amount to be added to the same number of parts when made by a less rapid workman who turns out only seven parts in one day and leaves four parts to be manufactured the second day. This reduction of burden on each piece very materially reduces the final cost.

Extra Cost of the Slow and Inefficient Man

The following table shows how the man who makes the fewest parts a day actually costs the company more money than does the man who makes more parts and gets more for each part:

No. of Articles	Rate per Article	Labor Cost	Cost of Material	Overhead Cost	Total Cost	Cost per Article
7	$0.25	$1.75	$0.70	$1.50	$3.95	56 3/7
8	.27	2.16	.80	1.50	4.46	55 3/4
10	.29	2.90	1.00	1.50	5.40	54
11	.30	3.30	1.10	1.50	5.90	53 7/11

This table illustrates how the work turned out by the man who produces least, costs the company more than that of the more efficient workman.

One of the best features of this plan is that the poor workman gets poor pay and the good workman gets good pay, thus differentiating the grades of employes much more effectively than when the straight piece work plan is used.

The poor workman cannot reasonably "kick" on his lower pay when he is shown that his inefficiency is actually making the manufactured article cost more apiece than in the case of the man who is getting higher pay and doing more work.

It is the opinion of cost experts that for a factory or plant where indirect expenses are very large in comparison to the cost of labor, the differential rate plan is almost sure to pay; but where this indirect cost is comparatively small, the advantage is more doubtful.

When the differential rate plan is in operation it is necessary to maintain a very rigid inspection department so that faulty workmanship, due to the increased speed on the part of some workmen, may not slip through.

Advantages of Differential Plan

A few advantages of the differential plan may be summed up as follows:

First. The wages are raised and the cost is lowered, thus bringing about a better feeling between employer and employe.

Second. The work is of a uniform quality, owing to the system of inspection.

Third. It obtains a maximum production for each unit of time because the workman is laboring for higher wages and at the same time is prevented from turning out inferior work by the inspection of the parts that he makes.

Fourth. It discourages and automatically relieves the factory of incompetent workmen since they can't blame anyone but themselves for their small wages.

Mr. Frank B. Gilbraeth says in his "Primer of Scientific Management":

"The Differential Rate System should not be used until all the accompanying conditions for its success, including time study, the task, provision for proper inspection, methods, and tools generally have been perfected and standardized.

Labor distribution tickets again enter into the proper recording of work done by this system. In order to have the required data at hand for figuring earnings, it is absolutely

necessary to use tickets on which are given the time put on a job, the number of pieces made, etc. The strong point in favor of an adding machine to handle work of this kind is that it can be used for making the numerous extensions of rates apiece and the number of pieces turned out by each workman.

There are three different extensions to make in order to arrive at the earnings of the men who turn out 132, 144, and 165 pieces respectively.

While these problems are simple, there are many where the number of pieces run into the thousands at a rate of so many cents or a rate of so many cents and mills a hundred.

This complicates the extensions and makes the adding machines especially useful.

Premium Wage Plan

The next wage plan, which is conceded to be one of the most successful in actual operation, is known as the Premium Plan.

C. E. Knoeppel says in his book, "Maximum Production in Machine Shop and Foundry":

"An efficiency reward, based on standard production, will do more to create a spirit of cooperation and a willingness to turn out a maximum amount than all the driving tactics that could be schemed out by the keenest mind existing."

This is somewhat similar to the differential plan, the difference being that instead of increasing the piece rate, increased pay is based upon time saved.

This plan is described by Mr. F. A. Halsey, its inventor, in a paper read before the American Society of Mechanical Engineers in 1891.

A standard is fixed, based upon the quickest time in which a job has been done. If a workman does the same job in a shorter time, he received the regular hour rate for the time he worked on the job, and in addition a premium for having worked faster, consisting of from ¼ to ½ the difference between the wages earned and the wages originally paid when the job was done in standard time.

In addition, a minimum wage is incorporated in this plan, which assures the workman of a certain amount of pay in case he fails to save time on account of accidents, etc.

It can best be illustrated by an example:

Suppose a man is working ten hours a day at the rate of 26 cents an hour. At this rate, he will earn $2.60 a day.

Under the premium plan, if he cuts down the time on a job from ten hours to nine hours, he receives 26 cents an hour for those nine hours, which is $2.34, and a certain percentage of the wage that he would have been paid for work done in the remaining hour. If this division is on the 50% basis, the workman will get $2.34, plus 13 cents (or ½ of 26 cents) or $2.47. Then he has another hour to work during which time he can earn more. If he saves two hours, he will receive 26 cents an hour for the eight hours, which will amount $2.08, and get one-half of the two remaining hours' wages, which, on the half-and-half basis, amounts to 26 cents. In this case he has two hours more during that day in which to earn an additional wage; and even if he earns no additional premium during these two hours, he will at least get the regular rate of 26 cents per hour, or 52 cents in all.

So for the day of 10 hours' work under these conditions, he will earn $2.08 pay for eight hours, plus 26 cents bonus for saving two hours, plus 52 cents additional wage earned in the two hours, or $2.86 in all.

Thus the workman's superior skill and speed have earned him more money while the employer has obtained a greater number of parts at a lower final cost for a part.

This plan has also the advantage of inspiring the men with an ambition to exert themselves to their full capacity, and at the same time it automatically remunerates them according to their ability.

In the Piece Work Plan the employe gets the benefit, the employer saves only in the burden or indirect expense.

Under the Premium Plan, the profit is divided more evenly, and both the employer and employe enjoy its benefits.

It will be seen that the Premium Plan has a great deal in its favor as regards the reduction in the cost price for each article. This system also necessitates an exact set of records in order that no workman will be deprived of his just earnings, and also that no "soldier" will share in the premiums which he has not earned.

The labor distribution tickets necessary for this information can be handled with the greatest possible accuracy and speed on an adding machine. Likewise the many extensions that must be made where workmen are reducing the amount of time on a job and thereby earning wages based on this reduction, can be figured more quickly and accurately with an adding machine than by hand and mind.

Bonus Wage Plan

The Bonus Plan is based on the principle of increasing the pay in a certain ratio as the time for completing a job is decreased,

the rate depending on the percent of time saved.

This plan is practically the same as the Premium Plan and in fact some cost accountants make no distinction between them.

The Task and Bonus System invented by Mr. H. L. Gantt has some excellent advantages.

Each workman receives a regular day's pay, even while he is learning.

A definite standard task is scientifically determined for each worker, and he receives from 30 to 100 per cent extra wages for performing this task within the time allowed.

If he finishes his task in less than the standard time, he is paid by the piece for all extra output at the regular piece rate for this work. This furnishes an incentive to the workman to "speed up."

The foreman receives a bonus for each man under him who makes a bonus, and he receives an additional bonus if all his men make bonus. This furnishes him an incentive to help his men.

This method insures a definite minimum rate to the unskilled and a suitable reward for skilled workmen.

Dr. F. W. Taylor says of this system that it is especially useful during the "difficult and delicate period of transition from the slow pace of ordinary day work to the high speed which is the leading characteristic of good management."

The same circumspection must be used in introducing the Bonus Plan to the factory as with the Premium or Piece Work Plans, care being taken to fix as accurately as possible the rate of increase in wages resulting from time saved on a job.

One fact in connection with the installation of the Premium or Bonus Systems should be borne in mind. Where there is only a little machine work, the rate should be made fairly low, since the rate per cent of increase will be large. But if the work involves machine work, it will require a greater application of skill and effort to effect a large increase, and therefore a premium rate with a fairly high premium can be used.

Other points of excellence in the Premium and Bonus Plans may be summed up thus: In using these plans the employe's reward is immediate as compared with the results of other plans, such as profit sharing. The fact that quick rewards are obtainable appeals to the average workman.

The workman does not have to pay a penalty for not "speeding up," except the loss of his "bonus" or being discharged when he has proven unfit for the work. The minimum wage makes it easier to install the Premium and Bonus Systems because it does away with the intense antagonism that is generally shown where a new plan is proposed.

The management does not suffer as much loss in case of an over-estimation in the rate of premium or bonus, and it provides a more equitable division of profits between employer and employe.

[Some may say that these plans are of no value in a small or medium-sized printing establishment. This is not true. The plans are valuable where a man is working alone. Any one of them tells whether one is making his work profitable. One of the most striking illustrations has been given where two men were working together in a printing office. The records carefully kept soon showed where both had been wasting time and why, through waste of time and careless inefficiency, their work had rendered the business unprofitable.—The Editor.]

* * *

The "Made in America" Movement

In aid of the national campaign of the Board of Commerce to obtain a suitable "Made in the U. S. A." trademark design, for which a prize of $500.00 is offered, the Detroit, Michigan, advertising men instituted a local contest with a special prize of $25.00. This is most commendable co-operation. The "Made in the U. S. A." campaign is worthy of all possible aid.

The present war has exhibited the fact that, with all our imagined and boasted independence of the rest of the world, the people of the United States have been very neglectful in the matter of standing by and boosting their own manufacturers so that when the unexpected calamity came, the United States was unprepared, and has been compelled to suffer the loss of hundreds of millions of dollars that might have been saved.

Not only have we been neglecting and criticising, but tearing down our own home industries by unwise legislation. It is time that all this were changed and that we encourage, through an aggressive campaign, all our local or home industries. Of course, honest dealing must be insisted upon, but the fact is that our manufacturers are, on the whole, true, honest, practical, patriotic men, and, as a rule, they have only united and co-operated where necessary to secure better and entirely legitimate results.

Wise business men fully realize that unjust prices limit sales and invite reckless competi-

tion, that, ultimately, result in overproduction and ruinous prices that bring great loss through the unnecessary waste of labor in overproduction. In the end, men are thrown out of employment and the whole country suffers through disorganization of business and panic. Production is stopped and in time prices go up and the people are compelled to pay for the great loss.

Instead of senseless warfare, through ruinous competition and over-production in certain lines to the neglect of others, followed by enforced idleness of capital and labor, there should be co-operation in the modern business wisdom, founded on correct economic principles. Co-operation means economy in legitimate production and a certainty in business that invite and subserve capital, help to the insuring of regular employment and, in the end, benefit all the people.

The fear that useful industrial establishments will become too large or too prosperous, is senseless and, unfortunately, is too frequently founded only on jealousy and distrust.

Encourage and upbuild all American manufactories through encouraging protective and helpful legislation and the promotion of the "Made in America" movement, is the new and the wiser gospel of substantial prosperity and industrial independence. In the production and spreading of this new good news, or doctrine, founded on mutual human interest, goodwill and helpfulness, the press of America has the opportunity for great and increasing usefulness.

* * *

A Cardinal Sin

The sowing of suspicion, distrust, jealousy, hatred and the like, is the worst service a newspaper can render a community or a State. From such sowing the world is reaping the terrible harvest of war and from like sowing business is frequently paralyzed and all good government defeated. To rebuke sin is a duty, but the sin or evil must first be known to exist and the proofs must be at hand and then must be dealt with candidly, truthfully, clearly, directly, fearlessly, pointedly and conscientiously without prejudice or malice, with all charity and kindness.

The publication that strives to build up by pandering to the suspicions. jealousies or the like of the ignorant or prejudiced is to be doubly condemned for the reason of the force that is contained in the printed word, the broadness of the opportunity of the press to speak and influence the many.

Business to Be Had if Properly Sought

A Tennessee Newspaper Adds Over One Thousand Inches of Advertising in One Number in 1914 Over a Corresponding Time in 1913

IT has to be admitted that there is a spirit of pessimism abroad in this land. It may be, in part, caused by the constant reading of, and sympathizing with, all the terrors and destructiveness of the great so-called "World War," though there is security, peace and real substantial prosperity in this Republic, in all the Republics of South America and in vast regions beyond the Seas.

Certain it is that many merchants and manufacturers and other business men of all grades, are the victims of unreasoning pessimism. By refraining from their usual efforts for the promotion of business, they are causing the conditions that they are either prophesying or mourning over.

Publishers and printers have, in some cases, caught the disease that has been spread by those who ought to have been immune. There is no real reason for hard times in America. That there was a temporary interference with the regular course of trade is true. A readjustment has been in progress. It has been and is necessary to pay more attention to home trade, to the needed development of home industries along every line, and the carrying out of plans for the new demands abroad as well as for occupying newly opened fields in the Western Continents, and in the Orient that have been heretofore occupied and served more espeically by England, France and Germany.

What enterprise can accomplish in the way of awakening business in a limited, home field, is shown by the results of the efforts of an interior newspaper in a State especially affected by the unnatural and forced limitation of the demand for one of its leading agricultural products. The success is enough to make every other newspaper publisher an optimist and an evangel of optimism.

There has never before been a greater opportunity for useful efforts, work and accomplishment in lines of promotion and upbuilding at home; and happy is the publisher who can command the co-operation of the business men and manufacturers through liberal, inspiring, promotive advertising.

Lynch and E. C. Perry of Columbia, Tennessee, have favored this office with a copy of

their paper, "The Maury Democrat," of December 10, 1914, accompanied by a letter which states the very encouraging and satisfying fact that "The edition carried nearly a thousand more inches of advertising than the holiday edition issued last year, and is decidedly the largest paper we have ever published."

The copy of the paper before us as we write, fully witnesses and establishes the truth of the assertion. It is filled, too, with the Christmas hope, substantial faith and joyousness, that come from accomplishment and realization. It is strictly a Christmas number in reading matter, advertising and illustrations and is in every way worthy. The advertisements are alive with the Christmas spirit and are splendidly handled. Even the Chicago Tribune, "The World's Greatest Newspaper," could not do better.

In a business talk on the editorial page, the editors and owners say:

"The great advertising increase over last year is a happy augury. It establishes the fact that prosperity is indigenous to this section and that Columbia merchants are more confident than ever of the results that are sure to come through this medium. They have discovered that it is no longer an experiment and having thoroughly tested the medium in former years, it was only a matter of opportunity that they hastened to use printer's ink liberally this year.

"The Democrat as an advertising medium circulates among the substantial element of the entire country. The paper circulates generally throughout the county, and many extra copies are being issued of this edition, therefore very few will miss a copy. The suggestions contained in the advertising columns of this issue are from dependable merchants, so our readers will do well to consider these offerings and make their Christmas purchases accordingly."

After reading the following, we felt that Maury County was a veritable paradise and we had a longing to depart from the smoke and din of Chicago and settle there. Here are the causes of gladness as set forth:

"Our entire country feels glad and happy at this holiday season, but Maury Countians have every reason to feel prosperous. No other country in the world is more resourceful. Its land produces almost every crop known to the North American continent. Its climate is unsurpassed; the winters are short and mild and the weather is seldom uncomfortably hot, and then for only a few days at a time. It has all the advantages of the richest section upon the globe without the disadvantages. There can never be a total crop failure here, because of the diversified crops raised. From other sections of the country we hear a cry of depressed financial conditions, but here in Maury County we do not feel this at all. Then of course there must be a reason. Had it ever occurred to you what this reason was? It is because of our rich and diversified agricultural resources. Now there are many counties in other states that have more rich acres than Maury County, yet everything taken into consideration gives us a big advantage. Maury County contains about 400,000 acres of land divided into about 6,000 farms. Every farm is well improved and the man who owns it lives on it with his family. This means that our farms, being the homes of their owners, are kept in a high state of cultivation and the improvements in first-class condition. This one reason, if there were no others, accounts for the prosperity of our Blue Grass section of Tennessee over many other sections of the South. As a customer from Texas, who was looking over our County the other day, said: "Show me a Blue Grass country and I will show you farmers happy and prosperous, but show me a one-crop country and the farmers are broke every third or fourth year on account of crop failure." In many other sections, farmers own homes in the towns and have tenants on the farms. In a few years their farms are in a run-down condition. Our roads are good, making our farms accessible.

"We find this section especially blessed with abundant running water which makes it, together with other conditions, the greatest stock country in the world. Did you ever think how many springs there are in Maury County? Read over our list of farms and you will see that every farm has abundant supply of running stock water. All kinds of live stock can be raised here cheaper than in any other section of the United States on account of the grasses, water and climate. Stock can be grazed the year around without being housed in closed barns during the long winter months."

Now, while not all regions possess the natural advantages enumerated, there are very many that are capable of great improvement over existing conditions. Artesian wells, and irrigation, in many places, can be made to supply, to some extent, the lack of springs and running streams. Nearly all regions can be greatly improved by the diversifying and rotating of crops. There are very few sections of the United States that are necessarily "one crop" countries. One crop farming, as a rule, is the result of ignorance, carelessness or shiftlessness, or of a desire to get the biggest possible immediate return with the least effort, in the shortest possible time, without any, or at least very little, thought or regard for the future, for real comfort or pleasant surroundings, for the preservation and increase of the richness or fruitfulness of the soil. Improved surroundings, yards, shade trees and good roads, are possible in nearly all settled regions, and the planting of trees, the improvement of highways as well as better farming, may all be promoted through the constant urging by the home newspaper.

Greed and grab, with immediate returns only in view, are as disastrous in farming as in newspaper-making or in any other line of business.

That Maury County is so prosperous is, no doubt, in no small degree owing to the efforts of an intelligent, patriotic press that has encouraged and promoted the right kind of farm-

ing and the right kind of improvements in grass, grains, stock and methods of cultivation, as well as in implements, machinery, buildings. and public roads that are such great sources of economy and comfort and add so much to the value of farms that the neglect of their proper construction and maintenance seems a wonder if not even a sin.

* * *

Promotion in All Lines

At the beginning of this year of 1915, it becomes the duty, as well as the profitable opportunity, for the newspapers of every city and hamlet in this country to enter more intelligently and earnestly upon campaigns of promotion in all lines of useful, productive effort and education. Home wants demand this and, more than ever before, the whole world is open to the service that can be rendered by the people of the United States.

Undeveloped resources are to be found on every hand, while development and improvement in all old lines has been haphazard and imperfect. There has been the loss of hundreds of millions of dollars each year through imperfect and unsystematic co-operation in the industries and commerce, and the lack of careful, economic, scientific farming. The lack of conservation of the fertility of the fields; by reason of unscientific, ignorant, careless raising of crops and stock; poor dairying and neglectful poultry raising, and so on through all lines of production, transportation and marketing, aggregate a waste of and loss to this and coming generations of billions of dollars. and probably more in the aggregate than the total, fearful loss of the great world war.

The American newspapers should be ashamed that such conditions, as still prevail, should have been permitted to exist without greater protest and greater efforts to instruct, urge, and inspire to better things.

These thoughts have been suggested by just a little item in the Cleveland, Ohio, Plain Dealer, with regard to the approaching poultry show in that city, which, through promotion, has become one of the greatest events of the year in the great, old and rich State of Ohio, and is expected to advertise, helpfully, that rich city, and for that reason is being backed and greatly aided by the local ad club and press.

In this time of destructive war, America may well take lessons of Germany as to upbuilding in all the pursuits of peace. Through thoroughness and system, that country has planned and so subserved all her agricultural and other resources that, while maintaining millions of soldiers in the field and while engaged in the most fearfully destructive war of all the ages, there is no want at home, and—as asserted by entirely reliable newspaper correspondents, after traveling through the country—one would hardly know that war existed except for the sorrowing of those who mourn over the names reported in the bulletins from day to day, of husbands, fathers, sons or other relatives, having been killed or wounded in the battles.

That such perfection in all productive avocations and such supply of all the necessities and even the luxuries of life should be made evident in a country not larger than the largest State of this Union and yet with a population of 68,000,000 people, affords an impressive object lesson as to the possibilities in this land that is now really suffering on account of this distant war through lack of employment for workers and busines paralyzation and stagnation.

America has not a strong, fraternal government, like Germany, to plan systems, to foster and control organizations and to enforce thoroughness, but it should be remembered that our greatest statesman. Thomas Jefferson, declared that he would rather have a government of the press than a government without newspapers. It is the privilege and obligation of the American newspapers to do much for the people, through education and direction, constant urging and inspiring, that has been done by the government in Germany.

America's great resources have tended toward haphazard methods, toward living from day to day off the rich bounties of the new fields, forests and mines, with little thought as to economy or thoroughness or conservation. Until within a few years, it has not been thought worth while to attempt to instruct youth in practical affairs, to educate and prepare them to enter upon the useful, creative avocations of life. Waste is everywhere and the waste in lack of preparation for entering upon useful lives, fitted for worthy accomplishment and achievement has been the worst waste of all.

More lives in this country have been wasted, rendered useless, practically thrown away, than are likely to be sacrificed by Germany in the great war. When writing about the necessity of America's preparation for war, it should be

called to mind that it is vastly more important to be prepared to live in case of war or other calamity. It is shown, now, that a million people in this country are deprived of the means of decent living or the opportunities of employment, to secure proper sustenance and comfort, and must receive charity, on account of a distant war, through the lack of the proper fostering and guarding of the industries and commerce, while in Germany, no one suffers want or lack of profitable employment. The inability to market profitably one leading crop for just the one season in one section of the country, has called forth a cry for aid.

What would be the result if the workers were called away from factories, shops and fields for a single year to battle against invading armies? Americans have shown their ability to fight successfully, on short notice and with comparatively brief military drill, but they are illy-prepared to face, for even one season, the curtailing of our markets or the stopping of our agricultural or other industries. There are no nations from which supplies could well be drawn in case of need in this land of wasted independence.

It was said by one in the early days of the Republic that "We must educate, we must educate or we must perish," but instruction in book knowledge is of little aid to people with empty stomachs or without the opportunity, through profitable employment, to earn the necessities of life and to be protected from the results of injury, sickness or other calamity.

The press of this country must unite to secure the system, the thoroughness, the protecting legislation and encouragement that will insure permanence in business and in the earnings of the industries and in the full supply of the products of fields, forests, mines, flocks and herds. Newspapers have a right to deal with those things that arouse human interest, but when they go no further than to gather and dispense the stories of society events, of political aspirations, of accidents or crimes, of wars or other of the mere routine of human existence, misery or happenings, they have not half begun to perform their highest and most useful service.

"Forward Now" as a watchword in America, means progress in all things most worth while, that contribute most to our necessity, comfort and support. To flatter vanity or to help along ambitions for public office, are insignificant and despicable when compared with a service that insures the well-being of all.

Advertising Fakes and Fakers

Publishers of newspapers, in cities both large and small, are not unacquainted with advertising fakes and fakers and not infrequently a paper is drawn into some scheme by a shrewd worker of some special advertising scheme that reflects no credit upon, and quite often causes direct money loss and no small injury to, the prestige and reputation of the paper for honesty that should be prized above all else.

There is only one slightly redeeming feature in these schemes—generally non-newspaper advertisers, who are far from being public-spirited, who are very narrow, selfish and wise in their own conceit, are the ones caught thereby. These advertising schemes are innumerable and beyond classification, but have a family resemblance.

According to an article in the Bartow, Fla., Record, the advertising fakers never fail to visit Florida in the winter season and are abroad there as usual, but complaints come from other sections. The press owes it as a duty to themselves and to their customers and communities, to carry on a constant educational campaign as to legitimate, productive advertising and thereby put advertisers on their guard against fakes and fakers.

However, there are some people who will never be taught except in the school of experience and. even then, they are slow and dull pupils. Having been caught by one scheme, they are frequently just as ready to be taken in by a new one, having different features and making still greater promises. To wait until a fake scheme is being worked out and then denounce it is quite often only to advertise and aid the shrewd schemer, who is always able to show that it is only a matter of jealousy, selfishness and narrow self-interest on the part of the press.

The Bartow Record describes the little scheme worked in that city, but the plans are generally on a broader scale in which the backing of the newspaper is secured to the ultimate loss of legitimate advertising.

It is a matter for congratulation that only two newspaper advertisers were taken in. Where the backing of a home newspaper is secured, the number, in porportion, is much larger, and the publisher is left among the losers, by non-payment to him of his agreed share of the receipts or by being left a number of uncollectible contracts for which he had paid

in work, and, sometimes, in part cash. Here is the Record's story:

We see from our exchanges that the advertising faker is abroad in Florida again. They never fail to visit Florida in the winter, and they are even working the old-time directory and time card racket where Mr. Merchant pays $5.00 for a little ad on a card board. This is only one of the many other worthless schemes. One paper stated that one of these slickers spent four days, got twelve ads around a time card, had twenty-five cards struck and stuck up around town and left. Of these twelve only two were from business men who will not advertise where results could be secured, not even for a ten-inch ad for $1.50 that would be read by 2,000 people, who will pay $5.00 for some trick card advertising scheme, but they do just the same. There will doubtless be a dozen or more men in Bartow before the winter is over and each will leave in a few days and carry away from $50 to $100, mostly from men who do not advertise in their home papers.

We do not claim to be wise above all others, for we recently got caught, in our job printing department, by a check that was returned from a distant city bank, marked, "Insufficient Funds" and when the check was sent through again, it came back marked, "Account Closed." The scheme was an elaborate one with exhibits by leading houses and really able lectures and the distribution of nicely printed recipes, all showing how to reduce the cost of living.

It was named "The Low Cost of Living Show." It was held in the large rooms of a popular club house and made quite an affair. The exhibitors paid twenty-five dollars apiece for the booths in which to exhibit their goods. The show did not draw very heavily and even the able lecturers were not paid. The conductor of the scheme evidently counted on the community's furnishing all the capital needed in conducting his private enterprise, and he took the receipts for his profits.

Very few of these schemers have any capital of their own. We went into this particular scheme on the recommendation of a member of a large and successful firm that was among the exhibitors. He was perfectly honest and worthy of confidence, but over-confident. Our loss, luckily, was not large.

By the way, it is worthy of remark, that we have a curious law in Illinois. If a man gives a check on a bank where there are no funds deposited, he can be prosecuted criminally, but if he has even one dollar on deposit—has a bank account—though he give a check for a hundred or a thousand times the amount, there can be no criminal prosecution. The check given with the utmost sangfroid on the bank where there are "not sufficient funds," is a snare and a delusion.

Legitimacy and Importance of Advertising

"All Literature is Advertising—All Genuine Advertisements are Literature."

Mr. Frank Throop, publisher of the Muscatine, Iowa, Journal, is one of the live newspaper men of this country, who believes in his calling and every branch thereof.

In a recent address at Iowa City before the Admen of the State, he declared that the solicitor of advertising had no reason to apologize for his business:—

"All literature is advertising. All genuine advertisements are literature. The author advertises, men, times, places, deeds, events and things. His appeal is to the universal human soul. If he does not know the heart throbs of men and women, their hopes, joys, ambitions, tastes, needs and desires, his work will interest no one but himself and his admiring friends.

"The idea of the ethical dentist or doctor who refrains from advertising was originally founded on the proposition derived from the belief that advertising was fakery. This view once had a certain basis in fact, when the only people who advertised were transients. The merchants who lived in a town assumed that everyone knew where he was, and what he had to offer.

A Wornout Theory.

"This no longer applies. We are living so fast and inventing so fast, and changing so fast, and there are so many of us that he who does not advertise is left to the spiders, the cockroaches and the microbes. The fact that you have all the business that you can well manage is no excuse now for not advertising. To stand still is to retreat. To worship the God Terminus is to have the Goths and Vandals that skirt the borders of every successful venture pick up your termini and carry them inland, long miles, between the setting sun and its rising. To hold the old customers you must get after the new.

* * *

NON-ADVERTISING FIRMS MOST LIKELY TO FAIL

Addressing the Rotary Club of Boston on October 14th, George W. Hopkins, of New York, pointed out that 84 per cent of the business firms which fail are not advertisers.

He might have continued and shown that most of the advertising firms who fail do so because their advertising does not conform to their merchandise and methods.

A Newspaper's Work

"Just at this Time, it is a Help Among Industrial Lines

The Attleboro, Massachusetts, Sun, has correct ideas as to "a newspaper's work." An article in its issue of November 21st, with above caption, contains the following:

A newspaper does more than gather news and print advertisements. A letter from the government bureau of foreign commerce recently commended the Sun for its work during five years in putting the jewelers in touch with the trade opportunities reported by the consuls. Recently the National City Bank of New York opened South American branches and illustrated souvenirs of Attleboro sent by the Sun, were among the first to be received for the business men's reference library and the branches started. Not infrequently, letters come, asking for trade addresses, and information is promptly sent. The statistics and much of the information printed by outside papers about the new city were supplied by the Sun. In a way, the newspaper is a community institution, and it is of assistance in many ways. Just at this time, its help along industrial lines, stands out.

This is in accord with the teachings of the National Printer-Journalist for the past twenty-seven years, and the contentions of its editor for even a longer time. In July, 1884, speaking before the Minnesota Editorial Association, the editor gave his views of the broader work of the newspaper in the following words:

"In the past, men have too often looked upon the callings of others—and for that matter, upon all things upon this beautiful earth—only from the standpoint of their own interest, their own profession, or their own creed.

The World is Broadening

"The newspaper, by bringing all men face to face with each other's ideas, is helping along the broadening process. Men's views are widening and their spheres of activity are enlarging. Especially do we feel this to be true of the editorial profession, which touches at some point every other calling.

Every Editor's Sanctum is a Garden

"Sometimes it is weedy, uncultivated and out of order, but into it come the seeds of human experience from all the world, and out of the garden there grows daily or weekly a tree whose branches fill the city, the county, the State or even the Nation, whose fruit is human deeds, hopes and sorrows. Among the branches may be heard the sweet notes of birds of knowledge and instruction, or the moaning winds of remonstrance or reproof.

"The printing office is the watch tower of modern civilization, and from the printing press leap winged messengers of light, who go forth over city and hamlet, forest and prairie, bringing the thoughts, the acts and the wisdom of the world to every hearthstone."

And, again, before the National Editorial Association at Cincinnati in 1886, he declared:

"The local paper should be made as much a necessity as the local doctor. It should be the good and faithful family physician to every lagging local enterprise. The local editor should not only collate and transform into brief, instructive history the mass of facts that come to his hand, but he should, in a manner, localize the whole—bend all the events narrated in a way to suggest, encourage and accomplish local improvements and to advance the lives of the people among whom his lot is cast. He should bring from the great storehouses of narrative and human experiences, that unload their richest treasures on his table by a hundred or more channels, those things that will best apply to the health, advancement, improvement or amusement of his own community.

"Gather in the harvest of local events and treat them with that zeal and loving earnestness that makes each one important. The grandest work lies nearest every man's own door. 'Sweet Auburn, pleasantest village of the plain,' has become 'sweet' to millions because the great heart of Goldsmith painted its simple story. There need be no more competition between the cheap metropolitan weekly, and the country paper, than between Goldsmith's 'Deserted Village' and some magazine, historical volume or document furnished free by the government."

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THIRTY-SEVEN SCHOOLS GIVING INSTRUCTION IN JOURNALISM

Sixteen educational institutions in the United States offer instruction in journalism through separate departments, colleges or schools:—Columbia University, Marquette University, New York University, University of Notre Dame, Toledo University and the State Universities of Indiana, Kansas, Kentucky, Missouri, Montana, Ohio, Oklahoma, Oregon, Texas, Washington and Wisconsin. In twenty-one other colleges and universities journalism courses are offered as part of the work in the teaching of English:—Boston University, Depauw University, Lehigh University, Tulane University of Pittsburgh, University of Southern California, Beloit College, Pennsylvania State College, St. Xavier College, the State Universities of Arkansas, Colorado, Illinois, Louisiana, Maine, North Carolina, North Dakota, South Dakota, and Utah, and the Massachusetts, Michigan and Utah State Agricultural Colleges. Courses in agricultural journalism, other than in the English department, are offered at the Iowa and Kansas State Agricultural Colleges. These figures are from statistics gathered by Walter Williams, Dean of the School of Journalism of the University of Missouri.

The total present enrollment of students in journalism courses is 2,021, of whom 419 are women. The increase over the enrollment of last year is approximately twenty-five per cent. The number of teachers in purely professional subjects, exclusive of student assistants, is 72.

Six institutions confer a professional degree in journalism:—Columbia University, Marquette University, Notre Dame University, New York University, and the State Universities of Missouri and Texas. As candidates for the journalism degrees in these institutions 317 students are enrolled.

During the year the University of Texas has established courses in journalism, offering the degree of Master of Journalism for the completion of 132 hours of college work. New York University offers for the first time a professional degree in journalism. The Univer-

sity of Montana has organized a department of journalism in the college of arts, with a director and a separate faculty group. The Ohio State University has reorganized its courses in journalism into a separate department. The journalism courses at the State Universities of Inidiana, Kansas, Oregon, Oklahoma, Missouri, Washington, and Wisconsin and some other institutions have been enlarged, additional courses being offered. Boston University, Lehigh University, Toledo University, Tulane University, University of Arkansas, University of Montana, University of Southern California, Pennsylvania State College, Utah State Agricultural College, and St. Xavier College (at Cincinnati) are included in the institutions reporting this year for the first time courses in journalism.

The requirements for entrance to the professional courses in Journalism are:

Four years' high school course at the State Universities of Montana, Oregon, South Dakota, Washington, and Wisconsin, and at Columbia University, Marquette University, University of Notre Dame, University of Southern California, and Utah Agricultural College.

Sophomore College standing at the State Universities of Arkansas, Colorado, Illinois, Indiana, Kansas, Louisiana, Oklahoma, and Utah, and at Pennsylvania State College, Toledo University, University of Pittsburgh.

Junior College standing at the State Universities of Kentucky, Missouri, Ohio, and Texas, and at Beloit College, Iowa Agricultural College, Massachusetts Agricultural College, Kansas State Agricultural College, Lehigh University, and Tulane University.

The requirements for graduation in institutions where a professional degree in journalism is given are:

120 hours (four years' course) at Columbia University.

132 hours (72 hours supplementing 60 hours of college work) at the University of Texas. Texas also requires an arts degree as prerequisite for graduation in journalism.

132 hours (72 hours supplementing 60 hours of college work) at the University of Missouri.

At Wisconsin, Oregon, Washington, New York, Montana, Oklahoma, Kansas, Kentucky, and Kansas State Agricultural College, the same requirements for the Bachelor of Arts or Bachelor of Science degree, and at Notre Dame and Marquette the same as for the Bachelor of Philosophy degree; in preparation for which journalism is regarded as a major subject and 12 to 40 hours of professional courses in journalism are required or permitted.

Nineteen institutions which offer instruction in journalism have courses in advertising:—Beloit College, Boston University, Marquette University, New York University, Toledo University, University of Notre Dame, University of Pittsburgh, University of Southern California, the State Universities of Indiana, Kansas, Maine, Missouri, Oklahoma, Oregon, Texas, Washington, and Wisconsin, and the State Agricultural Colleges of Iowa and Kansas. Ten other institutions which do not offer instruction in journalism have courses in advertising in connection with the departments of commerce, economics or psychology:—Bowdoin College, Montana State College, Chicago University, Harvard University, Northwestern University, Western Reserve University, Amos Tuck School of Business Administration, and the State Universities of Iowa, Minnesota and Pennsylvania. The total enrollment in advertising courses reported by twenty-one institutions is 908.

A Broadening Brotherhood Through the Press

Writing, recently, Mr. William T. Ellis paid a tribute to the newspaper press as the greatest modern agency of wider views and a broad, all-pervading brotherhood through all world news and knowledge:

"Newspaper has become a synonym for neighborhood. It has enlarged the circle in which men live, the area of their interests. Instead of village gossip, we have the whole world's affairs to concern us. All of earth and sea are laid under tribute every twenty-four hours, now that distance has been annihilated by the wireless telegraph, for the information of everybody. The millionaire and the laborer read the same newspaper. The city man in his club and the farmer hundreds of miles from the metropolis scan the same columns daily. All of us have entered into a new community of interest and intelligence. The first step toward brotherhood is knowledge; we cannot long be unsympathetic with anybody and any class if we have sufficient information about them. So that marvelous disseminator of news, the daily press, is one of the golden chains that bind the whole world about the feet of God."

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JOB PRINTING CONTEST

Nebraska Press Offers $200 in Prizes.

The annual session of the Nebraska Press Association will be held at Omaha on February 15, 16 and 17, and great plans are being made for entertaining the Nebraska editors. At a recent meeting of the executive committee held at Grand Island the hours for business were set from 9 to 12 in the forenoons and from 2 to 4 in the afternoons. The balance of the time will be taken up by the Publicity Bureau of Omaha and the Live Stock Exchanges of South Omaha in entertaining the editors. Cash prizes amounting to $200 will be given for displays of job printing and ad-setting and other merchandise prices will be added to this. The annual display of printing is getting larger every year and the display this year will be the most elaborate ever attempted.

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CHRISTMAS SERMON COMMENDED

University of Missouri, Columbia.

Columbia, Mo., December 17, 1914.

Col. B. B. Herbert, Editor The National Printer-Journalist, Chicago, Illinois.

Dear Colonel Herbert:—I congratulate you upon the splendid appearance of the National Printer-Journalist for December. Your journal is always worth while, but the Christmas sermon of the editor and the Christmas message to printerdom make the December number particularly helpful and inspiring.

With cordial personal regard and best wishes,

Very sincerely,

WALTER WILLIAMS.

Small Town Advertising Club Shows How Constructive Work Can Be Done—Real Bargain Day in Neosho, Mo.

The importance of the service Small Town Ad Clubs can render to the cause of advertising, a question still asked by some doubting Thomases, has been demonstrated convincingly in Neosho, Mo. The story is set forth in a report Mr. Floyd N. Price of the Neosho Ad Club, and member of the Committee on Small Town Club Work, has made to Lewellyn Pratt, of New York, chairman of the Educational Committee of the Associated Advertising Clubs of the World. Extracts from Mr. Price's letter are as follows:

"The greatest problem in advertising we merchants in the 'small town' have to contend with is the distribution of our ads.

"This town is the county seat of Newton County and is therefore situated nearly in the center of the county and should draw trade from every direction, north, east, south and west.

"The mediums we have at our disposal for reaching the public are two weekly newspapers and a complete live mailing list of every family in the community.

"The whole county is, by the way, Neosho trade territory, and for any one merchant or business to cover the county as he should he must mail an advertisement direct to the mailing list we have, and for him to do this requires a greater expense than he can realize in returns.

"Through the newspapers, both combined, we reach only about one-third of the people in our trade territory.

"All these problems were discussed 'pro and con' at the meetings of our little Ad Club and the co-operative plan was the result.

"We depend on the farming trade for most of our business, and we knew that the more different lines of merchandise we could advertise the greater would be our chance to bring them from a distance to Neosho to trade.

"We took a double-page ad in both of the county papers and the space was blocked off in squares of about three and one-half inches each. These spaces were sold to the advertiser at $2.00 each. Some merchants took one, some two and some three spaces.

"Almost every line of business in the town was represented and each one was not allowed to advertise the same 'bargain' his fellow merchant was advertising.

"The president of our Ad Club appointed a committee of three, of which I was one, to read over the ads and see that there was no misrepresentation of any kind and that the items advertised were 'real bargains.'

"The result—every merchant represented in the space had more trade on 'bargain day' than he could wait on and at an advertising expense of not one-tenth the amount he would have been compelled to spend to get the same amount of business.

"Bear in mind, a copy of the paper with the big ad was mailed to everybody in the county that was not on the regular subscription list.

"Of course, you understand when the customer came for the 'special item' he bought many other goods at the regular retail price.

"At the last meeting of our Ad Club it was agreed to have a special sale day every month and that the club secure the signature of each advertiser to take the space for six months."

The plan is to be commended from several points of view.

In the first place, it is constructive. If followed in all communities with the same thoroughness which characterized it in Neosho, it is bound to add to the volume of advertising and at the same time contribute to the efficiency of advertising. Merchants who are not regular advertisers may get the habit and, finding that it pays, adhere to it. The plan does not and should not in any way promote cutting of prices on advertised goods.

In the second place, honesty in advertising is promoted. Censorship of the ads by a committee representing the club makes certain that promises made will be lived up to. Increased interest and confidence in advertising and advertised goods are built up in the minds of consumers.

All accounts agree that the farming part of the community is at the present time the most prosperous. With the volume of advertising curtailed in all other directions a chance is afforded to develop it where prosperity reigns and the opportunity should not be lost sight of. The Neosho Miner and Mechanic, one of the newspapers in which the advertisement appeared, in an editorial reference to it, said that farmers from as far as twenty-five and thirty miles were attracted to town by the bargains advertised.

One feature of the situation seems to have escaped the attention of the particular club in question, the opportunity offered to the national advertiser. "Dealer cooperation" is a term heard nowadays frequently in advertising circles, and this plan seems to offer a chance to develop it. Chains of small town ad clubs in addition to the many live ones already in existence may be established covering particular sections and the cooperation of national advertisers secured in a way that would be advantageous to all.

The personnel of the Committee on Small Town Club Work of the Associated Advertising Clubs of the World is as follows:

John Clyde Oswald, chairman, care of Oswald Publishing Co., 25 City Hall Place, New York.

J. R. Cougill, Principal High School, Nevada, Iowa.

N. B. Edrington, care of Monarch Grocery, Hillsboro, Texas.

Geo. H. Ellis, care of Jacobs Company, Clinton, S. C.

Floyd N. Price, care of Golden Eagle Dept. Store, Neosho, Mo.

A. N. Cornwall, Mutual Saving & Loan Association, Fargo, N. D.

James E. Rose, manager M. T. Garvin Co.'s Department Store, 3137 E. King St., Lancaster, Pa.

G. W. Gate, Republican, Phoenix, Ariz.

A. J. Allen, care of M. M. Cohn Co., Little Rock, Ark.

C. A. Alm, Ames, Iowa.

E. M. Eicholtz, care of Street-Eicholtz Fur Co., Muskogee, Okla.

George B. Irick, Cashier, Boone National Bank, Boone, Iowa.

A booklet giving a proposed constitution and by-laws and full particulars in regard to the formation of small town ad clubs has been prepared and may be secured on application to the chairman of the committee, John Clyde Oswald, 25 City Hall Place, New York. Correspondence in regard to the work will receive prompt attention.

Kansas Editor Honored as Printer

W. R. Smith, state printer-elect, of Kansas, has held elective offices before, a long while before, in fact. The twenty-one candles on his birthday cake had scarcely been snuffed before the people of his native town, the historic capital of Kansas, elected him mayor. He was the subject of feature stories as the youngest mayor in the United States. As for the people of Lecompton they were soon talking about how good a mayor he was, rather than how young.

Election as mayor almost on the day of attaining his majority was an ominous symptom that Smith might be a politician. But he was also editor of the Lecompton Sun and the editing and printing game kept him so busy for two decades that he did not become a candidate for any more offices.

Last summer when Kansas Republicans were lining up the material for their state ticket, from all quarters

W. R. Smith, Kansas State Printer, Editor Daily Advocate, Columbus, Kansas.

of the state came to the suggestion of Smith for state printer. When he announced, no one else entered the lists. In November he was elected by a large majority.

The more than twenty years intervening between Smith's becoming the youngest mayor and his election as state printer had been crowded full with experience fitting him to have charge of the State's $200,000 printing plant, which prints the textbooks for the public schools of the State as well as the more accustomed lines of state printing.

Mr. Smith was for several years foreman of the Mail and Breeze, Topeka. He was business manager of the Ottawa Herald while Henry J. Allen was editor. Also he was editor and publisher of the Garnett Eagle-Plaindealer, Manhattan Republic and Fort Scott Republican. Besides this regular newspaper work Mr. Smith edited and published several fraternal journals.

Mr. Smith is now editor and publisher of the Columbus Daily and Weekly Advocate. In the three years he has been in Columbus he has converted his daily paper from a moribund little sheet to a prosperous and influential one, the which is none too easy of accomplishment in a town of less than 5,000 even though it's the best one of its size in the country, which is the modest claim Mr. Smith makes for Columbus.

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Women's Ad Club

Education as to the Authenticity of Advertising Urged and Simplicity Advocated

Los Angeles, California, has an active and progressive Women's Ad Club which believes in newspapers in preference to town rumor, but the members were recently urged to use their powers of conversation in a campaign of education as to the value, authenticity and legitimacy of good advertising as an economic agency in the community.

H. S. Carroll, a member of the committee on Study Courses, of the Associated Advertising Clubs of the World; chairman of the Program Committee of the Pacific Coast Advertising Men's Association, and second vice-president-elect of the Los Angeles Advertising Men's Club, made the point that if each member of the Women's Advertising Club would convince at least one of her friends of the authenticity of advertising, would question her friends as to their belief in advertising and would learn why there was disbelief and make an effort to remove it, she would help create a vast movement toward the effectiveness of good advertising and would correct many errors of advertising. Mr. Carroll carries his avowed belief in the efficiency of women in this field into every-day practice, for his staff is composed of women and all are members of the Los Angeles Women's Advertising Club.

Robert B. Armstrong, the distinguished Assistant Secretary of the Treasury, by signing a check for $8,000,000 for the first payment on the Panama Canal, said at a recent meeting of the club:

"We are apt to talk in our advertising in words of too many syllables, apt to shoot over the heads of our readers. Put yourself in the place of him whom you would interest and make your words as simple and your sentences as short as possible and never forget the human element—the vital appeal to the person whom you would reach."

Mr. Armstrong declared that in commercial art, also, the most simple should prevail and the trade requiring turnips should not be given American Beauty Roses.

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"A MASTER BUILDER"

Leslie's Illustrated Weekly Newspaper

New York, December 24, 1914.

Mr. B. B. Herbert, Chicago, Ill.

Dear Brother Herbert:—After reading your opening article in the December issue, I made up my mind that you are not only a builder, but a master builder.

With every good wish,

Sincerely yours,

JOHN A. SLEICHER.

Advertising Notes

THE Newburyport, Massachusetts, News, says that during the holiday, or Christmas advertising season, "Merchants put into print the things that will particularly appeal to buyers."

It is the thing to do all the year around, and newspaper publishers will find it profitable to instruct advertisers in this regard and urge that advertising columns should be made as instructive and appealing as the regular news and editorial columns.

Advertising is intended to bring business and profit and should be made profitable to the readers as well as to advertisers. The newspaper that promotes valuable, effective advertising of things useful and desirable, does real, worthy, public service and puts money in his purse as well as as in the cash drawers of his advertisers.

* * *

New York and other cities with new ideals of the new forms of municipal government, have been advertising for men to fill important positions. This is a vast improvement over the free puffing by the press of men for city offices, regardless of special ability or fitness, and whose only real claim is that they are good fellows and want public office for the "honor" or "for what there is in it" for them.

Experience has shown the disastrous effects of the old fallacy immortalized in the lines:

> He for an office is most fit
> Who most hankers after it.

If a city needs a man for real, useful, efficient work, it must seek for the one who can show adaptability and ability, training and fidelity. And the best way to find such an employe is to advertise for him.

New York needed a $5,000 a year man for Director of the new bureau of public health and instead of appointing a party henchman, advertised for a MAN who possessed the necessary qualifications to stand a competitive examination—the applicant standing the highest to receive the appointment. There was no dearth in the number of applications.

Recently an Assistant Commissioner of Charities was selected in New York by like method. What a contrast to methods under Boss Tweed's regime. Cleveland recently needed a Commissioner of Recreation and advertised. The advertisements were answered from Chicago, New York and other cities as far East as Portland, Maine. If an efficient man is wanted for city employment, advertise for him instead of taking an unfit place-seeker, and the management of the affairs of a city will come to be looked upon as an avocation, or profession, and city managers will take the place of mayors and there will be schools or courses of preparation for these municipal managers.

* * *

The Cleveland Leader, in a recent issue, presented some pertinent facts as to the proved case in favor of the value of newspaper advertising:

> The stores which advertise, carefully, freely, with persistence and breadth of vision, are the stores which are in the strongest and safest hands. They are run by the ablest men. Naturally, the best managers mean the best stocks of merchandise and the best facilities, in every sense, for the accommodation of customers.
>
> This logical conclusion is supported and verified by the actual conditions existing in all of the great cities of America and all other advanced countries. The stores most advertised are the best stores. They get the bulk of the business, and they earn it.
>
> So the advertisements in the newspapers, in the holiday season, tell their messages for all seasons. They measure the quality of the business houses in every city. They test the liberality, foresight, progressiveness and enterprise of the men who manage them.
>
> And because of this superiority in store owners and store managers who advertise—a rule which has only enough exceptions to put it to the proof and demonstrate its truth—the news of the business day which they tell is a very good guide for shoppers. The more they have need of saving time and strength the greater the advantage they find in taking the newspaper advertisements as their short road to the goods they seek and the bargains they hope for.
>
> Common sense and experience alike attest the truth of this plain statement of the importance of the newspaper "ads" in the holiday season and at all times.

The shock of the great world war greatly injured all general advertising and in many cities affected local advertising adversely, but America is getting her second breath and manufacturers and merchants are beginning to realize how great a market they have at home, as well as in countries not engaged in the war.

Those who keep up courage and assist in keeping up business by judicious, home advertising, and in preparing fully to meet all demands of home markets and to enter fields heretofore not properly cultivated, will reap a rich harvest. The tide has already turned and advertising in many lines is already booming.

* * *

The Executive Committee of the Associated Advertising Clubs of the World, that met in Chicago, December 11th, reported ad-

vertising business on the increase as indicated by the heavy placing of contracts for the early months of 1915.

The educational committee of the association had made an investigation of the business conditions in 170 cities in the United States to ascertain how conditions on November 1st compared with those of a year ago. Although results of the investigation had not been compiled, Llewellyn Pratt, of New York, chairman of the committee, said that from representative reports it was evident that the retail demand for the last few months has been equal or a little better than that of a year ago."

* * *

The Superintendent of a Baptist Sunday School in Cortland, N. Y., recently advertised in the Standard for an attendance of 400 and got them. The Standard says:

Sunday School attendance, 400; collection, $12.55. This is added evidence of the wisdom of advertising in the Standard. Superintendent F. R. Smith in Saturday's paper called for "400 men, women, girls and boys to be present at the First Baptist Sunday School," and behold exactly that number appeared.

* * *

Want or classified advertising is a department too frequently neglected in many papers. Yet it is one of the greatest sources of cash and in advance revenue in the great metropolitan daily papers, and there is scarcely anything that want advertisements will not reach.

The Pittsburgh Dispatch of December 11th has the following, containing a touch of human interest, while illustrating the efficiency of want ads:

It certainly pays to advertise. Here's a man, an utter stranger in the city. He knows he has a half-dozen friends living here, but he doesn't know where to find them. So he inserts a "want ad" in the newspapers inviting them to take dinner with him at his hotel. The next day he gets six replies from old schoolmates—men he hadn't seen for many years. They all show up and the stranger has the time of his life. "It certainly pays to advertise," said the host. "I would have been the most lonely man in this big city if it hadn't been for that 'want ad.' I never realized the power of the press until the present moment."

* * *

Here is something of interest to commercial printers as well as to the makers of newspapers. The contents of an advertisement are all-important, but next is the appearance of the advertisement in drawing neatness, richness and attractiveness. The paper itself is important, as was shown by S. F. Craig in a recent address before the Houston Ad Club. The Galveston-Dallas News says:

"He went into details as to the various qualities of paper, explaining fully his ideas concerning the selections that should be made to bring about the desired effects."

Such a talk, illustrated by specimens, could be made very useful to any gathering of advertising men or printers.

* * *

TO EDIT BANKER MAGAZINE

N. P. J. Readers will be glad to Hear from Mr. Sheasgreen at any Time.

Office the Standard Cost Finding Service Company
Chicago, Ill., December 29, 1914.

Mr. B. B. Herbert, The National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert:—A year has passed since I first began to run articles in your publication, and it has been a pleasure to contribute to so fine a magazine. As I am to become associate editor of The National Banker—recently changed hands—it will become necessary for me to discontinue the arrangement under which we have been working.

I hav enjoyed writing for you and after your readers have had a rest from my articles, for a while, they might appreciate an occasional story from me.

Wishing you the compliments of the season, I am,

Very truly yours,
E. E. SHEASGREEN.

Those associated with the printing business do not very often become bankers or editors of bankers' journals, but Mr. Sheasgreen is fitted to become either a banker or writer for bankers. We are sure that the readers of the National Printer-Journalist have enjoyed and appreciated Mr. Sheasgreen's valuable articles and will be glad to hear from him at any time. May God's richest blessings attend him in his new field. He is every inch a man and is entitled to all good.—The Editor.

* * *

E. A. WALTON APPOINTED ADVERTISING MANAGER OF BURROUGHS

Edwin A. Walton, for the past three years Advertising Manager of Timken Companies, has resigned his position to accept the appointment of Advertising Manager of the Burroughs Adding Machine Company.

This change of Mr. Walton's carries with it more than the usual amount of interest attached to the movements of successful advertising men. It is a "return engagement" for him, and it means all that the term implies. About three years ago he resigned the position of Assistant Advertising Manager of the Burroughs, after having served in that capacity for some time, to assume the duties of Advertising Manager of the Timken Companies. While with Timken, Mr. Walton built up an efficient advertising department and is accredited with having conducted one of the most successful advertising campaigns in the history of the motor car industry.

Naturally quick in discovering and applying the point of contact in the layman's mind, Mr. Walton has a genius for writing common sense, human interest copy, which compels and holds the attention of the reader. He is a disciple of the truth in advertising and is a great admirer of orignality in any line of work. He is well known in advertising circles, being at the present time a director in the Association of National Advertisers.

Mr. Walton will take up his new work with the Burroughs, about the first of the year.

REVIEW OF JOB PRINTING

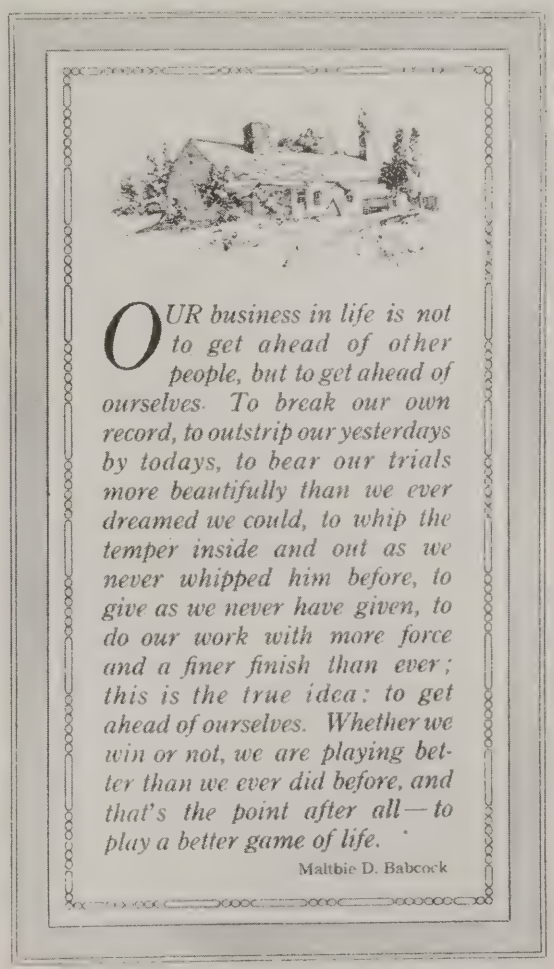
Address All Communications to E. S. Hanson, Box 321, Chicago.

WERE it worth while to sermonize at the beginning of the new year, one might find texts for many sermons in this little excerpt from the Apprenticeship Bulletin of the North End Union School of Printing, Boston. It is a very apt presentation of an old truth, and I do not think it has ever been put in just this light before. It is perhaps especially applicable to printers, who are too prone to do a thing in a certain fashion today simply because they did it in that same way yesterday. But, when you come to think of it, that is the best of reasons for not doing it the same way. People want their printing "different." The printer who, with ordinary foundry faces and stock ornaments, can give a fastidious business man a letterhead which has a distinctiveness and individuality, something which the man is inclined to believe he can get only by employing high-priced artists and resorting to expensive processes, is the man who is getting ahead of himself, who is doing today's work with a new supply of ideas, who is not content to follow in the ruts which are growing deeper and deeper with the slouching footprints of so many printers.

Life becomes an almost intolerable burden for the man who has lost interest in making progress. The daily inrush of new ideas, which exhilerates the mind as the daily bath exhilerates the body, is unknown to him. He does not insist that the rollers on the presses in his shop be cleaned up each day, because rollers with a layer of dried ink over them were good enough for the printers in his father's shop when he was a boy. He orders his type from last year's specimen books, and instructs his men to follow as models of composition the jobs which are pasted on the wall, grown dusty and gray from long service as wall paper.

Today's battles cannot be fought with yesterday's ideas. Let the printer approach each job with an open mind, a mind that is alert to plan an individual treatment for the job in hand, rather than content to force it into a predetermined mold.

The year is going to be big with opportunities. They will be for the men who have the ability, the open-mindedness, the alertness, the mental activity, to grasp them. The business world


OUR business in life is not to get ahead of other people, but to get ahead of ourselves. To break our own record, to outstrip our yesterdays by todays, to bear our trials more beautifully than we ever dreamed we could, to whip the temper inside and out as we never whipped him before, to give as we never have given, to do our work with more force and a finer finish than ever; this is the true idea: to get ahead of ourselves. Whether we win or not, we are playing better than we ever did before, and that's the point after all—to play a better game of life.
Maltbie D. Babcock

will demand better printing than ever before. Perhaps it will be willing to pay more for it than it has in the past. And yet the money end of it is, after all, a secondary consideration. That will take care of itself if the printer will only look for the quality of his product.

I want to see the readers of this department realize on some of these opportunities, and I

have the faith to believe that they will. To all of them go my very best wishes for a Happy New Year.

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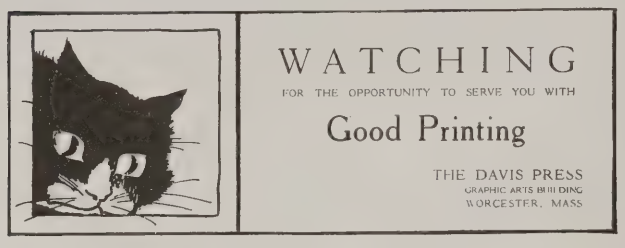
Here is a blotter which I consider unusually good. The composition is excellent, and the illustration is sure to get the attention. It is



on white enamel blotter, the cut in black and the type matter in blue.

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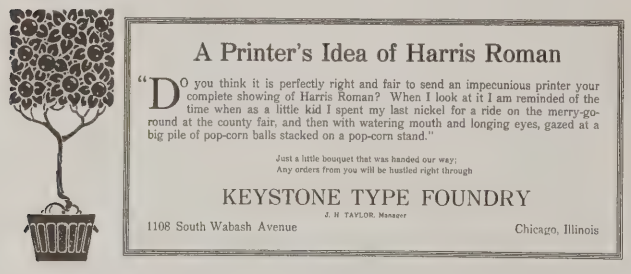
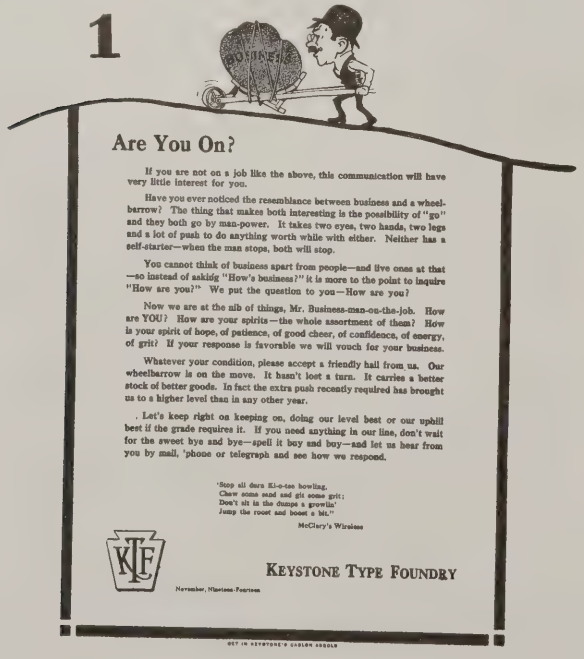
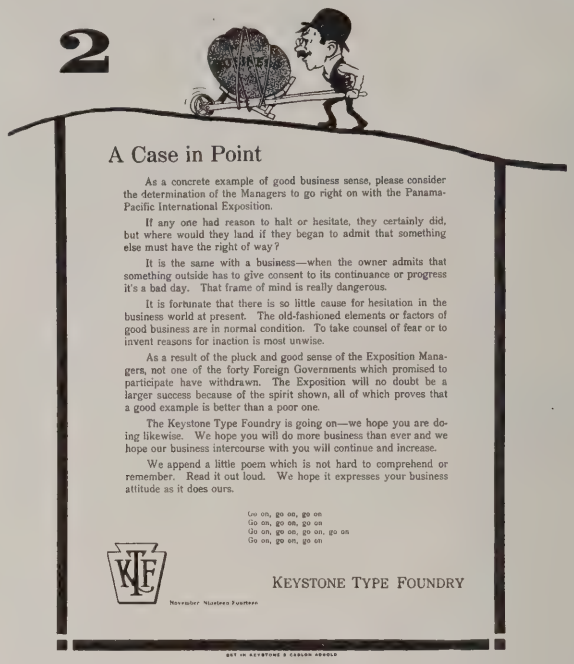
Another blotter which makes a hit with me is the one sent out recently by the Keystone


A Printer's Idea of Harris Roman
"DO you think it is perfectly right and fair to send an impecunious printer your complete showing of Harris Roman? When I look at it I am reminded of the time when as a little kid I spent my last nickel for a ride on the merry-go-round at the county fair, and then with watering mouth and longing eyes, gazed at a big pile of pop-corn balls stacked on a pop-corn stand."
Just a little bouquet that was handed our way;
Any orders from you will be hustled right through
KEYSTONE TYPE FOUNDRY
J. H. TAYLOR, Manager
1108 South Wabash Avenue
Chicago, Illinois

Type Foundry. It is a delightful combination of red and green on white stock, the "copy" is


1
Are You On?
If you are not on a job like the above, this communication will have very little interest for you.
Have you ever noticed the resemblance between business and a wheelbarrow? The thing that makes both interesting is the possibility of "go" and they both go by man-power. It takes two eyes, two hands, two legs and a lot of push to do anything worth while with either. Neither has a self-starter—when the man stops, both will stop.
You cannot think of business apart from people—and live ones at that—so instead of asking "How's business?" it is more to the point to inquire "How are you?" We put the question to you—How are you?
Now we are at the nib of things, Mr. Business-man-on-the-job. How are YOU? How are your spirits—the whole assortment of them? How is your spirit of hope, of patience, of good cheer, of confidence, of energy, of grit? If your response is favorable we will vouch for your business.
Whatever your condition, please accept a friendly hail from us. Our wheelbarrow is on the move. It hasn't lost a turn. It carries a better stock of better goods. In fact the extra push recently required has brought us to a higher level than in any other year.
Let's keep right on keeping on, doing our level best or our uphill best if the grade requires it. If you need anything in our line, don't wait for the sweet bye and bye—spell it boy and buy—and let us hear from you by mail, 'phone or telegraph and see how we respond.
'Stop all dem Ki-o-tee howling,
Chew some mud and git some grit;
Don't sit in the dumps a growlin'
Jump the roost and boost a bit."
McClary's Wireless
KEYSTONE TYPE FOUNDRY
November, Nineteen-Fourteen

good, and the composition first-class. This blotter went out with one of two uplift talks on the business situation which this foundry has recently issued. The "dope" is strong, and the color schemes are to my liking, one of them be-


2
A Case in Point
As a concrete example of good business sense, please consider the determination of the Managers to go right on with the Panama-Pacific International Exposition.
If any one had reason to halt or hesitate, they certainly did, but where would they land if they began to admit that something else must have the right of way?
It is the same with a business—when the owner admits that something outside has to give consent to its continuance or progress it's a bad day. That frame of mind is really dangerous.
It is fortunate that there is so little cause for hesitation in the business world at present. The old-fashioned elements or factors of good business are in normal condition. To take counsel of fear or to invent reasons for inaction is most unwise.
As a result of the pluck and good sense of the Exposition Managers, not one of the forty Foreign Governments which promised to participate have withdrawn. The Exposition will no doubt be a larger success because of the spirit shown, all of which proves that a good example is better than a poor one.
The Keystone Type Foundry is going on—we hope you are doing likewise. We hope you will do more business than ever and we hope our business intercourse with you will continue and increase.
We append a little poem which is not hard to comprehend or remember. Read it out loud. We hope it expresses your business attitude as it does ours.
Go on, go on, go on
Go on, go on, go on
Go on, go on, go on, go on
Go on, go on, go on
KEYSTONE TYPE FOUNDRY
November Nineteen Fourteen

ing a combination of three shades of brown and the other a similar combination of blues.

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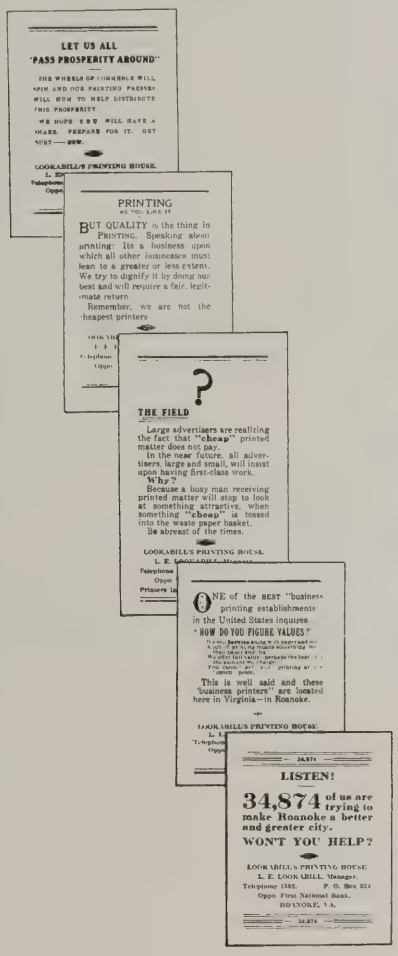
I have before me a little booklet sent out by the Commercial Club of Grand Forks, North Dakota, and printed by the Times-Herald of that city. My notion of Grand Forks has always been that it is a small town, almost on

the frontier; but it at least has some good printers. The design, composition and press-work of the booklet are of the very best. Each alternate page carries a group of half-tones, so that the press-work has not been an easy matter by any means, especially as two colors are used; but these people have been able to get away with it without any trouble.

I have fallen heir to a bunch of work intended for "Slug Seven." It is from Lookabill's Printing House at Roanoke, Virginia, these specimens consisting for the most part of little slips of paper with "uplift" messages on them, and designed, I presume, to be sent out with the general run of the day's mail, just to keep the name of this print shop before the people. They are printed on odds and ends of paper, and without much attempt at artistic effects. In this regard I consider them open to criticism.


LET US ALL
"PASS PROSPERITY AROUND"
PRINTING
AS YOU LIKE IT
BUT QUALITY is the thing in Printing. Speaking about printing: Its a business upon which all other businesses must lean to a greater or less extent. We try to dignify it by doing our best and will require a fair, legitimate return.
Remember, we are not the cheapest printers
?
THE FIELD
Large advertisers are realizing the fact that "cheap" printed matter does not pay.
In the near future, all advertisers, large and small, will insist upon having first-class work.
Why?
Because a busy man receiving printed matter will stop to look at something attractive, when something "cheap" is tossed into the waste paper basket.
Be abreast of the times.
LOOKABILL'S PRINTING HOUSE
ONE of the BEST "business" printing establishments in the United States inquires
"HOW DO YOU FIGURE VALUES?"
This is well said and these "business printers" are located here in Virginia—in Roanoke.
LOOKABILL'S PRINTING HOUSE
LISTEN!
34,874 of us are trying to make Roanoke a better and greater city.
WON'T YOU HELP?
LOOKABILL'S PRINTING HOUSE
L. E. LOOKABILL, Manager.
Telephone 1388. P. O. Box 224
Opp. First National Bank,
ROANOKE, VA.

No work which a shop sends out for itself should show the results of haste, carelessness, or lack of taste. Scraps of cheap news print are not the thing for work of this kind. There are usually waste scraps of the better class of book and cover papers around a place to answer the purpose; but if such happen to be lacking, it is worth while to spend a little money to get some reasonably good stock, rather than using something which is unsuited to the work. The "copy" on these slips is very good, indeed, as will be seen from those here reproduced.

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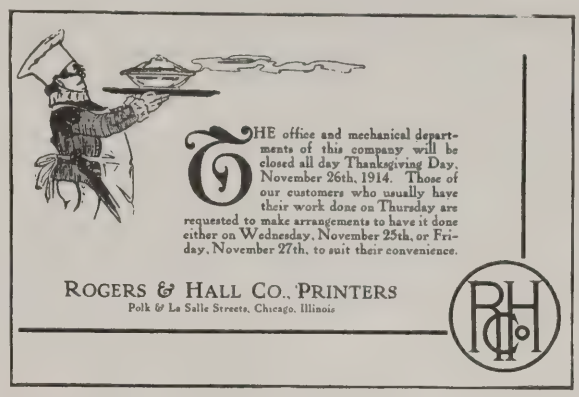
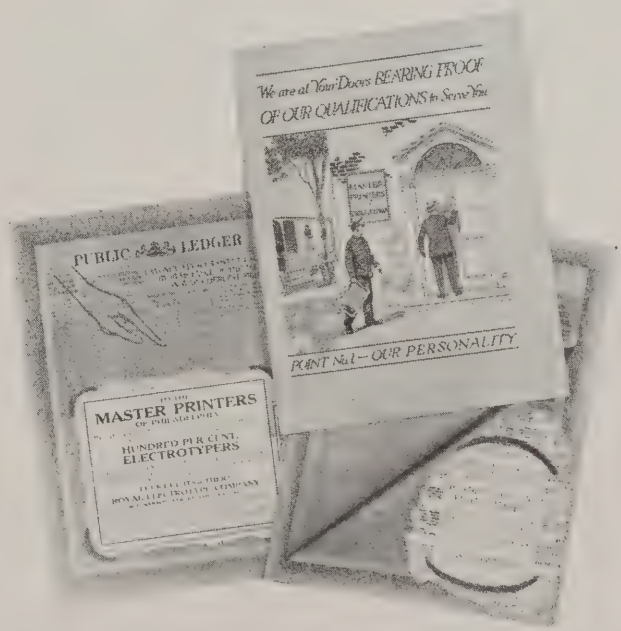
The Rogers & Hall Company of Chicago regularly send out a notice of the kind shown herewith, a few days preceding each holiday.


THE office and mechanical departments of this company will be closed all day Thanksgiving Day, November 26th, 1914. Those of our customers who usually have their work done on Thursday are requested to make arrangements to have it done either on Wednesday, November 25th, or Friday, November 27th, to suit their convenience.
ROGERS & HALL CO., PRINTERS
Polk & La Salle Streets, Chicago, Illinois
RH Co.

suit the holiday. This notice is always an entirely new design each time, and is usually a most attractive piece of printing.

✧ ✧

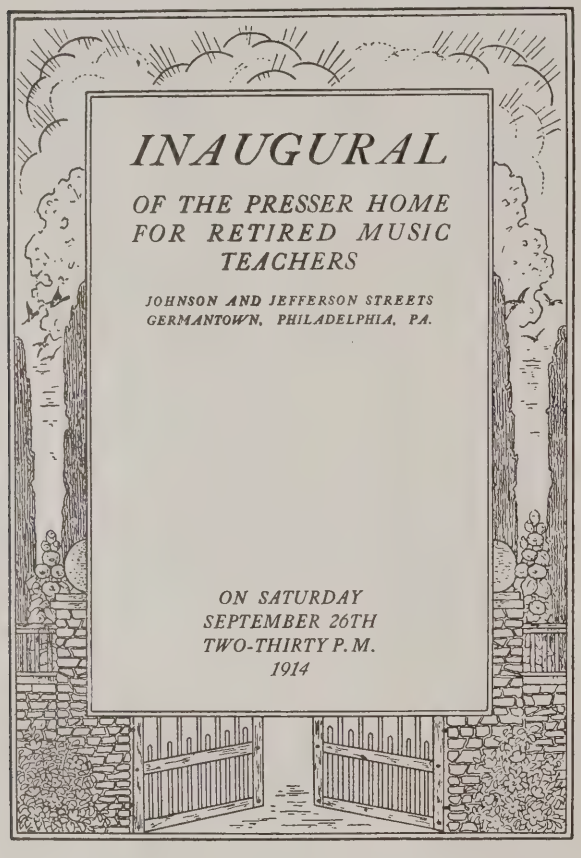
Among a recent group of specimens from the William N. Fell Company of Philadelphia, are three mailing pieces of a series of ten, planned, written and produced by the Fell Service for the Royal Electrotype Company of Philadelphia. Two of these are reproductions of pages of the Public Ledger of Philadelphia, the pages being torn and the advertisement in each case showing through. The advertisement to


We are at Your Doors BEARING PROOF OF OUR QUALIFICATIONS to Serve You
POINT No. 1 — OUR PERSONALITY
PUBLIC LEDGER
MASTER PRINTERS
HUNDRED PER CENT. ELECTROTYPERS

which particular attention is called is reproduced in zinc, while the paper itself is in halftone, with a stippled border, the whole thing serving as a background to set off admirably the matter which it is desired to emphasize. I consider it an excellent piece of work and one susceptible of modification in a great variety of ways, but at the same time one regarding

which a word of caution will not be out of place, because it is a class of work which cannot be gone into advantageously unless the details are all worked out with exactness.

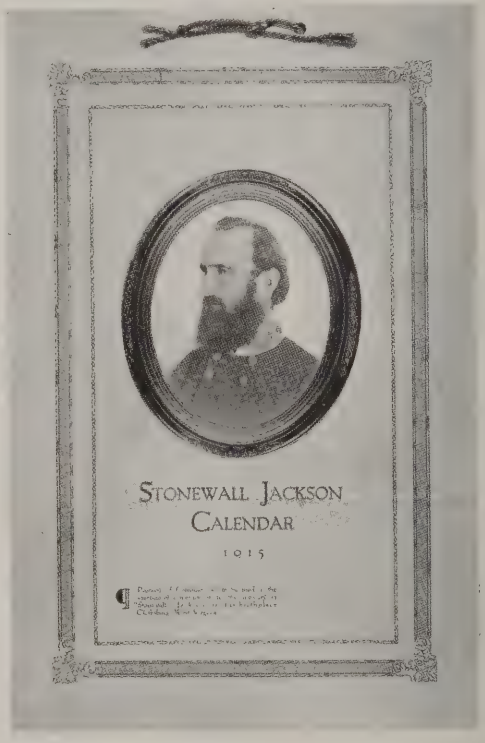
The other illustration in the group here shown is the cover of a four-page folder in two colors. It is masterly, both in the logical pre-



sentation of argument and in its typography. There are many other most attractive pieces of work in the Fell group of specimens, but the one which has attracted me and which I feel I must really reproduce, is this first page of a four-page program. It is all in black and white and is a delightful collaboration on the part of the artist and the typographer.

✧ ✧

P. H. Lorentz, of Buckhannon, West Virginia, sends a handsome Stonewall Jackson calendar, the first sheet of which is shown in reproduction. This calendar is issued for sale, the proceeds to be used in the erection of a monument to the memory of Stonewall Jackson in his birthplace, Clarksburg, West Virginia. The calendar consists of five sheets on heavy gray, dull-coated plate paper. Each of the four sheets under the one shown contains three months of the calendar for 1915 at the bottom, with an illustration at the top relating to the life of Stonewall Jackson. The first one shows his birthplace, while another shows the bronze tablet unveiled at Clarksburg as his memorial, and the last one represents a design submitted for the proposed monument. Each of the pages has the space inside the border slightly accentuated by a gray tint. The printing is in black and red, the red being just sufficient to relieve the severity which one would otherwise see in the job. The entire work is



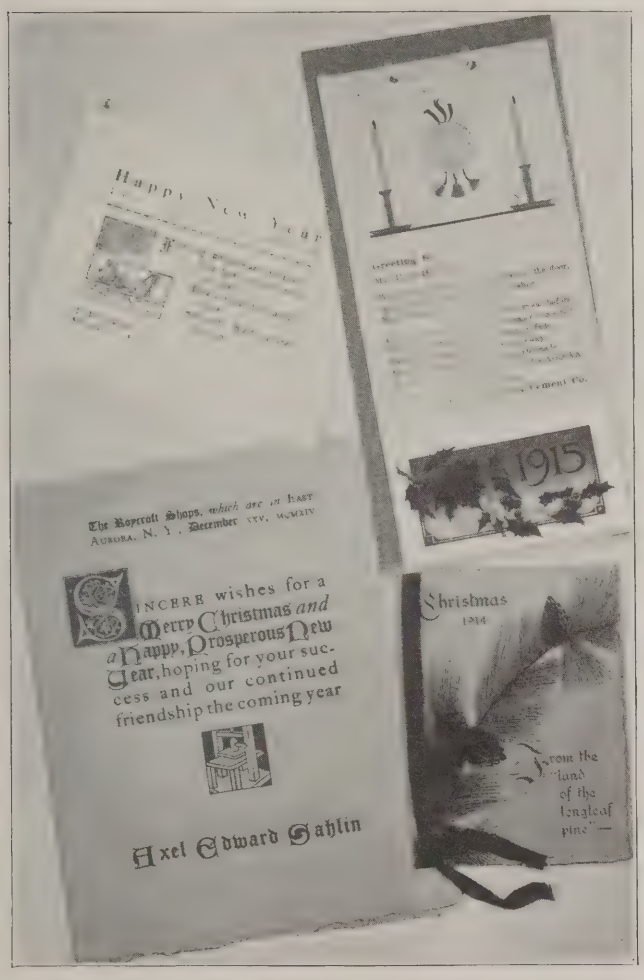
most satisfactorily planned and executed, as one would naturally expect from this West Virginia artist, especially since he very likely has his heart in the work and is anxious to aid all he can in securing a memorial for this hero, whom we are all learning to honor as one of our greatest men.

✧ ✧

The holiday season has brought an unusually delightful shower of seasonable greetings, for which printers are famous the country over. A page group of these are shown in another place, and a few late comers are here reproduced. I want to call particular attention to a feature of one of them, that of the Chicago Portland Cement Company, this feature being the printing of the name of the recipient directly on the card as a part of it. You will notice, if the engraving is strong enough, that it says, "Greetings to Mr. E. S. Hanson." This is surely an expensive process and is justified only where the work of customers runs up into large figures. The idea is worth remembering, however, for it cannot be denied that

it gives the card a personal touch which nothing else could give it.

A handsome little Christmas booklet comes from F. Wm. Cullingford, "from the land of the long leaf pine," which, being interpreted, means Carolina. The booklet has the pine on the cover, while inside it sings the praises of the state from which it comes. J. Albert Hood is not as frequent a contributor to the success of this department as he should be, but he always gets around at this time of year


Happy New Year
1915
The Roycroft Shops, which are in EAST AURORA, N. Y., December XXV, MCMXIV
SINCERE wishes for a Merry Christmas and a Happy, Prosperous New Year, hoping for your success and our continued friendship the coming year
Axel Edward Sahlin
Christmas
1914
From the land of the longleaf pine

with something which it is a pleasure to see. And that joyous Roycrofter, Axel Edward Sahlin, how pleased we always are to see his work coming in. To be sure, our friendship shall continue and grow stronger. during the year that is just opening.

This department editor had in mind the perpetration of a holiday greeting to be sent out to his friends through the mail, but he contented himself, with a Christmas message in the December Journalist instead.

✧ ✧

I never neglect to read the Denver Cost Finder when it reaches my desk. There are always a lot of good things in it, not the least of them all being the little paragraphs of wisdom which are used to fill up the pages. Here, for instance, is one from the last issue: "Many a man digs his own grave by simply widening the rut he gets into." Of course some one will tell me that this paragraph violates the rule which says that we must "never use a preposition to end a sentence with." But it is certainly good philosophy, if not good grammar. There are printers who are digging their graves in this way every day. Their mental processes are working in the same groove that they did fifteen or twenty years ago. They are using the same type faces as of yore and are arranging them in the same old way. They are as hopeless as the church member who has uttered the same prayer in meeting for thirty or forty years. He is a good brother and devout, and everyone respects his piety, but no one goes to prayer meeting for the particular purpose of hearing him. They go to hear the people who have ideas; who have kept themselves up-to-date and have not fallen into a beaten path. So it is with the printer. No one is running after the man who has fallen in a rut, to get him to do their work. He may be able to get a few jobs because he is willing to do them at a very low price, or because he owes someone and that is the only way they can get their pay; but as to people making a path to his doorway, as Emerson has spoken about, that is another matter. Whenever a printer finds that the rut is not easily eliminated; in other words, when he takes up a job to set it, if there is a tendency to set it in the same old way, rather than to devise some new arrangement—it is time for him to take himself in hand and call a halt. Ruts cannot widen into graves except by continual travel. I have in mind right now two printers of my acquaintance, one of them out of work and the other one busy all the time and now building himself a handsome new house in spite of the so-called hard times. The difference is that one of them is ready for the graveyard, while the other one has more new ideas every day than he can possibly work out.

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"READS GOOD"

Lookabill's Printing House

Roanoke, Va., November 25, 1914.

My Dear Mr. Herbert:—Inclosed find remittance for subscription to the National Printer-Journalist; it reads **good to me**. Keep me on the mailing list, and I will remit you. Hope you are well and a good boy these days. With regards,

Sincerely yours,
L. E. LOOKABILL.

Notes From Headquarters Typothetae

U. T. & F. C. of A. Trade School of Printing, and Many Other Matters of General Interest

The Trade School at Indianapolis could make good use of House Organs, specimens of work and advertising, and would appreciate printing firms adding the school to their maling list.

* * *

The new course in Cylinder Press Work requires 640 hours shop time and 80 hours outside study and tests. It is believed to be the most complete and efficient course of press work ever offered to the trade.

* * *

Dr. F. W. Hamilton, National Apprentice Director of the United Typothetae and Franklin Clubs of America, early in December made a visit to and inspection of the Indianapolis School of Printing. He made arrangements with the Board of Education of the City of Indianapolis to extend the work of the school into that of the public school system of the city, so that now many high school boys can secure the benefit of this institution.

* * *

Requests for blanks which constitute the Standard Cost-Finding System come into the National Office of the United Typothetae and Franklin Clubs of America from many different sources. Recently requests were received from a large sheet-metal workers' school and from the national florists' association. These trades see valuable factors in this system which they can adopt for their own work.

* * *

Convention Proceedings

During the month of December copies of the Proceedings of the Twenty-eighth Annual Convention held in New York City were mailed to the members of the United Typothetae and Franklin Clubs of America. This volume contains a review of the remarkable progress made in the industry along constructive lines. It relates the experiences of the master minds of the craft, behooving therefore careful study and application. Demonstrative of the fact that experiences of other printers can be profitably applied, the statement of one printer is quoted: "My profits for the past ten months, compared with the corresponding period of last year, have increased 101%—more than doubled—thanks to the United Typothetae ideas of efficiency which we have applied."

* * *

The Service Bureau

The Service Bureau of the United Typothetae and Franklin Clubs of America has been liberally used by the membership during the past year. By reason of its investigations and collection of data, through each request it has become more thoroughly equipped, and can therefore now better meet the demands of each of its members.

* * *

During December a number of meetings of the Standard Price List Committee were held at headquarters. Definite progress is reported upon the Blank Book Division of the Standard Price List. Judging from the preparatory plans, the list to be published on Blank Books will be the most comprehensive one ever submitted to the trade.

Cost Men and Field Organizers

During the month of December each of the field men of the United Typothetae and Franklin Clubs of America reported progress and good work from their respective territories.

* * *

Field Auditor Beckett, who closed the month in Minneapolis and St. Paul, found the printers there ready for his work and appreciated the service of auditing very much.

The careful study of the reports submitted by the field auditor indicates a growing interest in accounting, particularly to unify the bookkeeping records with those of the Standard Cost-Finding System.

* * *

The field organizer for the Central States, Mr. C. L. Jones, completed his work in Indiana, reporting during the latter part of the month a new organization, to be known as the Typothetae and Franklin Club of South Bend and Mishawaka. This local organization began its work with eleven members, all of whom are affiliated with the National body.

* * *

Mr. Jos. A. Borden, a former Vice-President of the United Typothetae and Franklin Clubs of America, has recently accepted the appointment of Western Representative of that organization. Mr. Borden has the confidence of, and is highly esteemed by his many friends in the U. T. A., and his wide acquaintanceship among the western printers and his thorough knowledge of their requirements will prove of immense value to him in the organization work that he is now undertaking. Our western friends are to be congratulated upon having one of their own number in this important position, and who has their interests at heart.

* * *

During December the National Office of the United Typothetae and Franklin Clubs of America had the honor of a visit from Mr. Wilson H. Lee, a former president, also Messrs. A. W. Finlay and C. D. Traphagen, representatives.

* * *

The Typothetae membership received the following general letter from the Secretary:

United Typothetae and Franklin Clubs of America
Office of the Secretary

Chicago, December 9, 1914.

To the Members:

Dear Sir:—As 1914 draws to a close and this becomes my last general communication for the year to our members, it is quite appropriate that I send you under separate cover a copy of the proceedings of the Twenty-eighth Annual Convention held in New York City, October 6, 7, and 8.

This volume contains a review of the remarkable progress made in our industry along constructive lines. It relates the experiences of the master minds in our craft, behooving therefore careful study and application to your business. Demonstrative of the fact that experiences of other printers can be profitably applied, we quote the statement of a member: "My profits for the past ten months, compared with the corresponding period of last year, have increased 101%—more than doubled—thanks to the United Typothetae ideas of efficiency which we have applied."

It would be difficult to describe in a single phrase the business conditions that have surrounded us doing the

past year. Contrary to persistent rumors, a recent survey brought to light statistics showing that forty-two communities out of seventy-one reported their net profits as much or more than for 1913. This is an interesting demonstration, despite the grumblings and a prediction here and there of an unusually poor year. Financial circles confidently declare that the worst is over, and while business is still below normal there is every reason to believe that a decidedly better state of affairs is prevalent.

The Service Bureau during the past year has been liberally used by our membership, and has become more thoroughly equipped through each request by reason of its investigations and collection of data. I commend

Albert W. Finlay, President, Boston, Mass.

that you generally use this part of your membership during 1915, realizing that it is the desire of the National Office to be of service to you.

With the season's greetings and best wishes, I am,

Cordially yours,

P. P. TYLER,

Secretary.

* * *

A Code of Ethics

"If every printer," said an organization worker recently, "could be made to read every other day for a month the code of ethics of the United Typothetae and Franklin Clubs of America, we would have a lot of self-confessions." It will be interesting to review the first few paragraphs of the code referred to in this statement.

"The code of ethics best calculated to elevate the status of employing printers must be evolved by the development of moral and intellectual manhood. We should, therefore, firmly resolve to test every transaction by the standard of truth and justice.

"Take advantage, of no man's ignorance, and see that employes are truthful and straightforward, and do not misrepresent nor overcharge the confiding.

"It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we would have our competitors.

"Mix freely with intelligent and honorable members of the craft, and study their ways and methods, and endeavor to get a reputation in the community as an intelligent, honest, first-class printer, whom people can trust you with their work without competitive bidding.

"Every printing establishment should have a perfect system of ascertaining the actual cost of every job. It is in this way only that the business can hope to be relieved from the deleterious effects of guess prices. Such a system should not only ascertain the facts, but record them, so that they can be referred to understandingly, and the information immediately ascertained."

In one community especial attention and study was given to the above principles resulting in much good and many comments such as these: "The printers have never thought of them hard enough nor long enough to really put them into operation and live by them." "The principles in the code of ethics are immensely important and immeasurably far-reaching." "Every thought in the code of ethics should be hammered home from every conceivable angle."

Considering the fact that the United Typothetae and Franklin Clubs of America is striving to improve the conditions of not only the industry as a whole but the relations of each of its members, it behooves every printer to investigate the fundamentals carried throughout this code. Recognizing, that in the conduct of business no individual or concern in any community can act regardless of his neighbors or competitors, four of the principles are worthy of repetition. First, for printers to treat themselves right. Second, to treat their customers right. Third, to treat their workmen right. Fourth, to treat their competitors right. "If," as one organization printer has said, "these points are taken up and hammered out in good shape, half of our brother printers' ills would disappear."

Learn more about this advanced way of doing business by writing to the Secretary of the United Typothetae and Franklin Clubs of America, 550 Transportation Building, Chicago, Ill.

* * *

P. P. TYLER, THE ENERGETIC SECRETARY OF THE UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

Mr. Tyler is in every sense a business man, and the Typothetae under his management is being conducted as a strictly business organization.

Mr. Tyler was for many years associated with the General Electric Company, advancing step by step in the various commercial departments of that mammoth institution, filling every position with that efficiency that won for him wide recognition as a thorough, systematic organizer and worker.

In 1907 the General Electric Company established a printing plant at Schenectady, N. Y., known as the Magna Company.

Mr. Tyler, though a very young man, was selected to systemize the plant and place it upon a proper business basis; in this he was invested with the no small responsibility of managing the financial, cost, accounting, secretarial and kindred departments of a printing, engraving and electrotype plant beginning with an equipment of $100,000 and growing, during the seven years of Mr. Tyler's administration to one valued at

P. P. Tyler, Secretary of United Typothetae and Franklin Clubs of America

$350,000.00. That Mr. Tyler was successful in this important undertaking is shown in the resolutions adopted by the Board of Directors upon receiving his resignation as Treasurer—a tribute well earned.

Former president Courts, in his address at the New York Convention, said:

"In January last, the position of Secretary became vacant through resignation. At the April meeting of the Executive Council, Mr. P. P. Tyler of Schenectady, New York, was appointed to the position. He promptly took up the duties assigned him, and in a manner entirely satisfactory to your Executive Officers. I feel safe in saying that in Mr. Tyler the association has secured the 'right man in the right place'."

And, though Mr. Tyler has been in office but a few months, it is the general opinion that Mr. Courts and the officers of the Typothetae have not erred in their judgment of him.

⁂ ⁂ ⁂

The Associated Advertising Clubs of the World will hereafter have all the time of P. S. Florea, who will act as general manager of the movement, as well as secretary of the Associated Clubs. He has served as secretary for a number of years.

Carl Hunt has been appointed editor of Associated Advertising to succeed Thomas Dreier of Cambridge, Mass. The reason for the change in editorship is the feeling of the executive committee of the A. A. C. of W. that the editor of the magazine should be in a position to devote all of his time to it—a thing impossible for Mr. Dreier to do. Mr. Hunt had several years of newspaper experience doing editorial work on city newspapers, and has more recently been in the advertising service business. Mr. Hunt takes charge of the magazine January 1st.

FORCE OF HONEST, PROPERLY HANDLED ADVERTISING

The Houston, Texas, Ad Club is a live proposition and seems to be very fortunate in the ability, and practical knowledge and clear-sightedness of the speakers who have from time to time addressed the organization. At a recent meeting in the Rice Hotel, reported by the Daily Chronicle, Mr. Harry Tipper, advertising manager of the Texas Company, and President of the New York Advertising League, and a well known authority on advertising, delivered an address on, "The Force of Advertising." One novel and instructive feature in his treatment of the general subject of advertising was the division of articles that are offered for sale into six groups, beginning with those which affect the daily habits of people and which they discriminate in very carefully, and ending with those articles which are practically the same for a given purpose, and in which there would not be any discrimination by the people. In the first instance, since the article would affect the daily habit, the advertiser could afford to give the greatest publicity, while in the latter, as cement, the advertiser has a different problem to consider in presenting it to the people, for they are less apt to be discriminating as to it.

"Publicity came with paper and printing and as far as the equipment for the force of publicity is concerned, it is good. In the beginning one believed all one saw in print, and a part of the value of the equipment has been lost by the failure of the advertiser to keep the mind of the people in the same attitude as to what they read. This had come about through fraudulent advertising.

"Failure in making use of the force of publicity comes about by a failure of the advertiser to write his ads properly, to properly understand the details of the equipment for advertising and especially by failure to properly understand people and how best to present the article to them through publicity. On the nature of the article depends a great deal the character and the extent of the advertising."

⁂ ⁂ ⁂

EDITOR APPOINTED COMMISSIONER OF FOODS

Governor Glynn has appointed John J. Dillon commissioner of the new state department of foods and markets, created by a law urged by the governor at the last session of the legislature.

Mr. Dillon is the publisher of the Rural New Yorker and president of the New York State Agricultural Society, a trustee of Cornell University and prominent in the council of the Agricultural College.

⁂ ⁂ ⁂

WHEN HE HAS A COST SYSTEM

Then he who has gained shall be happy,
For his balance shall show him ahead;
He will know to a hair what it cost him
For each job to the last red.
And his profits he figures according,
Each job has a margin to run;
For printing with him is a business
And not work for glory or fun.

—Franklin Messenger.

Perpetual Injunction

Against The Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

> "That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, permanently enjoining and restraining them and each of them from directly or indirectly making or using or selling or offering for sale, or otherwise dealing in or disposing of, any Linotype machines like defendant's 'Intertype' machine, Exhibit No. 23 herein, or any other Linotype machines, or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder."

THIS INJUNCTION COVERS AMONG OTHER THINGS THE INTERTYPE METHOD OF SUPPORTING AND PERMITTING THE QUICK REMOVAL OF THE MAGAZINES.

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY

Tribune Building

New York, N. Y., U. S. A.

January 8, 1915.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
CHICAGO, JANUARY, 1915

MOTTO FOR 1915:—To be true, worthy, kindly, hopeful, and helpful—doing all work thoroughly, patiently, systematically, with intelligent sympathy, understanding and enthusiasm; meeting all questions and difficulties bravely, fairly, courteously, truthfully with fidelity and loyalty to the calling, to all customers, to self and all the world—"fervent in spirit, earnest in business, serving the Lord" and hence all fellowmen, the children of the one Great All Father.

* * *

At the beginning of the financial panic in 1907, George Loft of New York City, the "Ten-Cent-a-Pound-Profit" candy man who had built a great candy business through newspaper advertising, instead of following the example of competitors in decreasing or withdrawing his advertising, increased his expenditure to $80,000 for the year and captured the business.

He believes in continuous newspaper advertising and during the hard times made remarkable strides forward by putting his faith into works, through the doubling of his advertising, while the field was largely deserted through the withholding of announcements by other dealers, his largest competitors.

* * *

The Laurel, Kansas, Advocate, a frequent visitor at this office gave in its Christmas issue agreeable evidence of prosperity and progress, as well as of earnest goodwill and the Christmas spirit. The first cover page, showing the well-filled Christmas tree with Santa Claus and the little children, beautifully printed in colors, furnished by the Western Newspaper Union, was charming in every way. It is one of the high achievements of co-operation, that otherwise would have been impossible to many publications. The Advocate's motto is: "All the News all the time, for all the people," but it does not neglect things of service and good cheer, sympathy and human interest. A liberal advertising patronage bespeaks the popularity of the paper and the prevalence of prosperity in Kansas and the enterprise of the Laurel merchants. All of Kansas is not divided when it comes to enterprise and the people have every reason to believe in the winning power of publicity. Publicity has made the State, in prosperity, desirable population and influence, the leader among the States of this free, rapidly advancing, progressive, enlightened Republic, with all measures for the industrial, intellectural, moral and patriotic education of the youth, and the preparing them for individual independence and worthy, peaceful citizenship.

* * *

The universal introduction of typesetting machines in the growing printing offices of our smaller cities enforces, what we have from time to time noted, the broadening and developing in newspaper-making and in printing throughout the whole country. The tendency for many years has been towards centralization in the larger cities, both as to manufacturing and printing, but there is now a healthy tendency toward a more even distribution.

All this is brought to mind by a glance through the bright pages of the Herald-Progress, Sumner, Mississippi, that makes prominent, in illustration and text, that "Increased facilities made necessary by steady increase in volume of business handled by the office" has made necessary the installation of a Linotype machine.

There are hundreds, if not thousands, of like instances where increased business has resulted in the installation of type composing machines, where, ten or twenty years ago, the whole equipment, type, presses and all else, represented a value less than the cost of a Linotype, and besides this, the installation of one machine has very frequently led, through the increasing of business fostered or created by the increased facilities, to the purchase of a second and then a third machine.

The Herald-Progress says, in explanation of the purchase: "The decision to install this machine was reached only after a careful consideration of existing business conditions in connection with a desire for a policy of economy, the practice of which would at the same time tend to an increased efficiency in the work of

the office sufficient to take care of a growing volume of business. The Linotype meets these requirements, and its use will enable us to give our patrons a much better service in publishing a paper both in contents and appearance."

Economy and efficiency, together with the meeting of increasing business, with increased and improved facilities, are things ever to be kept in mind and acted upon. Increased facilities very often increase business and always serve as a spur to seeking more work.

* * *

Communications from newspaper publishers, manufacturers and dealers report the trend towards better business, but these are not different from letters published in our December issue. Those who have been most directly losers in business by the war are naturally less certain than those who have wholly depended upon home supplies and home trade, yet among the former the showing is that of improvement.

Exports have increased and America is finding herself. Of course it takes time for readjustment. Financial conditions have improved. The agricultural interests, on which this whole country largely depends, have been greatly helped by the higher prices of farm products and the large crops on hand. Even cotton is finding a better outlet. The Central West is especially blest.

The Chicago Tribune well tells the improved condition in its issue of January 12th:

Railroad orders have been placed and "inquiries" preliminary to orders have been numerous enough to inspire optimism in the steel industry. Much construction is anticipated in the early spring, and manufacturers who have been running on half or two-thirds time are looking forward to a full capacity basis.

The operations on the stock exchanges, on the whole, have reflected this hopeful spirit. Ups and downs there have been, but the net result has been a gain and a distinct one. Our peace, our trade and financial conditions, our heavy sales to Europe cannot fail to impress the old world investor. Our current debts have been paid off and for the first time since August the statement is made from London that the exchange situation is normal.

Not only are commodity buyers in the field again, but investors have new millions to take care of. The January disbursements in interest and dividends have created a demand for safe and attractive securities, even in England, France, and other European countries. In our own market foreign governments and foreign municipalities are taking advantage of this supply of capital. We are beginning to figure as a creditor nation and foreign loans mean foreign business. Latin America and even Canada and her provinces are coming to us for capital. The scale may be modest, but it is an earnest forerunner of bigger operations.

On the whole, the prospects are bright for good business, and newspaper-makers can wisely, confidently and honestly urge all advertising customers that it is a time when advertising will prove especially profitable. There will be more expended at home because of existing conditions and there is money to spend. Advertisers can help very materially toward a business boom by optimistic, effective advertising. New markets are opening that will take all surplus American products and business can only be retarded by pessimism and foolish holding-back.

* * *

Bernard Shaw, in his remarkable war phillipic, which has created a tempest in England and should stir the whole civilized world, while arraigning and denouncing the militarists of Europe and the war, incidentally, through showing the folly of ignorant, untrained journalism, emphasizes by indirection, the necessity of trained newspaper men and for schools of journalism that will send out scholars to enter the calling fully equipped in practical knowledge, with full understanding of the obligations of the calling. and with certificates of high moral character and conscientious loyalty to truth, whose ability, training and work will command such remuneration as will enable them to be independent and fearless.

In accounting for the assassination of Juarez who, he declared, "was worth more to France and to Europe than ten army corps and a hundred dukes—the greatest statesman his country has produced since Mirabeau," he charges the crime on "Society so silly that though it will not allow a man to stuff its teeth without ascertained qualifications for the task, it allows any one, no matter how poor, how ignorant, how untrained, how imbecile, to stuff its brains without even taking the trouble to ask his name. When we interfere with him and his sweaters at all, we interfere by way of appointing a censorship to prevent him from telling, not lies, however mischievous and dangerous to our own people abroad, but the truth. To be a liar and a brewer of bad blood is to be a privileged person under our censorship."

There is no stronger or more convincing argument as to the necessity of thoroughly trained, responsible journalists than is the showing of the folly of lack of preparation for so responsible a calling that is so far-reaching in its inuence for good or evil, while even a dentist is not allowed to practice on the teeth of private individuals without a thorough professional training, a special examination as to his professional knowledge and a certificate of qualification from duly appointed and paid representatives of the Government.

A College Paper—Old Memories Revived

Office of the Oracle, Hamline University, St. Paul, Minn.
December 18, 1914.

The National Printer-Journalist, Chicago, Illinois.

Dear Sirs:—I am enclosing under separate cover for the attention of Mr. B. B. Herbert several copies of the Hamline Oracle, a newspaper published weekly by the students of Hamline University. This college is Mr. Herbert's Alma Mater, and Mr. Herbert made the commencement address here last Spring.

This is the first year that we have published The Oracle in newspaper form and none of the staff have had before any work in making up a newspaper. We have no school of journalism here and all the work is done by the students. May we ask you to review The Oracle in the Printer-Journalist?

Thanking you in advance we beg to remain,

Respectfully,

THE HAMLINE ORACLE,

Henry Moe, Editor.

That the above letter and the copies of the Oracle accompanying the same awakened especial interest and aroused happy memories of schoolboy days, goes without saying. The constant demands on every hour of time, in the business of publishing and editing, have prevented the keeping in as close touch with the old school and its activities as I (the editorial "We," though its use for forty years has made it a habit, must be dropped for this once) have desired, but this welcome letter and the papers bring the school very close to me again. Over fifty years ago I was editor of the school publication, The Hamline Magazine, and the work thereon, with my then fellow students, is much better remembered than are the lessons that I then learned in Latin, Greek, and German, or those in Geometry, Trigonometry, Calculus, Mathematical Astronomy, Physics, Logic, Mental and Moral Philosophy, or Political Economy, though these were my favorite studies. This is in line with my frequently announced belief that one learns, and remembers best when the learning is accompanied by doing. A school paper is of great value to students, because it affords the opportunity for expression, for doing, for putting knowledge in practice as it is acquired, and putting of one's abilities to that test in work that will meet criticism, though kindly, or commendation, though somewhat prejudiced, for the student body and the faculty are inclined to stand by the college paper as "our paper." I regret that there is no department or school of journalism at Hamline University, though the idea of schools of instruction in journalism is comparatively new, it was—so far as has been ascertained, up-to-date—promulgated first by myself in an address before the Minnesota Editors' and Publishers' Association at Mahtomedi Assembly in St. Paul in 1884, and hence I am especially interested therein and in the rapid advancement that has been made. It is now claimed that Gen. Robert E. Lee was the first to put the idea into practice and that at the Washington University in 1887, but that was after the proposition had been endorsed by the National Editorial Association at the convention in Cincinnati, in 1886, where the delegates from editorial organizations in twenty-six States pledged themselves to work for schools and departments of journalism, and also after Hon. C. H. Jones, the editor of the Jacksonville, Fla., Times-Union, an ex-Confederate soldier, and an admirer of Robert E. Lee, had become President of the National Editorial Association, and had convened a meeting of the Executive Committee in Washington, when President Cleveland and other notables were visited.

The University of Missouri established the first complete School of Journalism, and placed at its head a Past-President of the National Editorial Association. As shown in an article on another page of this issue, from statistics furnished by Dean Walter Williams, L.L. D., sixteen leading universities and colleges in this country now maintain separate departments of journalism and twenty-one other leading institutions afford courses of journalism and the present enrollment in schools of journalism is 2,021. A half dozen daily and weekly newspapers from these schools reach my desk, with which the Hamline Oracle—that is now in its twenty-eighth volume, though so recently taking the newspaper form—compares very favorably.

Students of journalism have one advantage over those in other technical or professional schools, in that they may have before them every day and every week the perfect work of the ablest members of the calling.

Mechanically, the Oracle deserves high praise. Typographically, it reflects credit on the printer. The ad composition is of the highest order, and the make-up, paper and press-work are such as should characterize such a worthy paper. The composition, the column headings of the reading matter, as well as the sub-heads are attractive and correct and the make-up arrangement lacks little of perfection. The pages are bright, clean and possess the beauty and joy of the clean black print on white. The paper is devoted almost exclusively to school news and the articles are well written.

The story of the oratorical contest in the issue of December 16th is especially well handled. The liberal advertising given by St. Paul and Minneapolis business men shows good business management, and indicates the local popularity of the publication and of the school it represents.

The Old Hamline Magazine, as the name indicated, dealt largely with topics touching life, learning, religion and literature. These ought not to be wholly neglected in a newspaper. The study of such newspapers as the New York Times, the Brooklyn Eagle, the Springfield Republican, the Chicago Herald, and Chicago Tribune, the Portland Oregonian, and a score of other papers, not omitting the excellent dailies of Minneapolis and St. Paul, will afford valuable suggestions and instruction not alone as to the principles and methods of the best newspaper-making, in a general way, but as to how important are local, human interest and human welfare topics and how these are covered. There are especial interests that pertain to a school as well as to a city or a State that require and will repay constant study and presentation. Service of the highest utility is at the foundation of the best and most successful modern newspapers, and real service as well as entertainment should be the aim of even a school publication. The highest ideals of education, the spiritual and physical well-being of the students, and the conservation of the school force and of the student body and every individual thereof, should not be neglected. The promotion of sanitation, healthfulness, efficiency, highest standards of morals, social ethics, good-will, friendliness, loyalty and religion should be the aims of a school paper as these have become the aims of the best and most influential newspapers of America. These thoughts are not given as criticism of the Oracle, nor with the idea that great space should be given to these subjects or that anything of real school news should be omitted, but only to impress the fact that real service to students, to faculty and the school should ever be kept in mind, and also to impress the thought as to how important a place service has come to occupy in the modern newspaper.

James Keeley, now of the Chicago Herald, who made such a phenomenal success in the Chicago Tribune, recently wrote: "I believe that the real newspaper has outgrown the looking-glass stage as the sole object of existence. The big development of the modern newspaper will be along lines of personal service. The newspaper that not only informs and instructs its readers but is of service is the one that gets circulation and holds its readers after it gets them."

The idea of service cannot be learned too early. Serve your school, maintain its character and help, in every practical way, the student body along all lines of self-respect, self-upbuilding, self-culture, self-care, healthfulness, scholarship, strength, self-reliance, high ideals, through noble incentive and inspiration.

I hope Hamline may soon have a school of journalism.—B. B. Herbert.

* * *

The War Tax on the Press

The idea that war is of financial benefit to newspapers by increasing the amount of exciting news, is one of the erroneous conceptions of many readers. Three dailies of Pittsburgh have recently withdrawn from a leading news agency because the burden of the cost of news on account of the war, was greater than they considered profitable to pay.

A correspondent recently wrote to the Pioneer-Press of St. Paul:

"Of course all of this war talk means more 'extras,' but it seems to me you ought to be more than satisfied with your summer crop of 'war extras.' The Mexican war has done a lot for you, hasn't it? You don't want it settled, do you? It is a little matter of dollars and cents with you."

To this the Pioneer-Press made the following comprehensive reply, applicable to all daily newspapers:

This is a typical paragraph from a correspondent who does not write for publication, "but just as a hint of what your readers think."

We should hesitate a long while before we would be willing to believe our readers labor under a misapprehension so emphatic. But lest there may be a few who look upon a great war as a newspaper bonanza it is as well to give just a few facts. It is a "matter of dollars and cents," as our friendly letter writer asserts, but unfortunately it is wholly a matter of the outgo of those dollars and cents. War means tremendously increased newspaper expense with little or no compensative features. Foreign war, involving cable tolls and high-priced correspondents, means overwhelming addition to the ordinary expense of gathering the news of the day, if the newspaper is determined, as the Pioneer Press and Dispatch have shown themselves, to utilize every desirable avenue of information. The ordinary news expense is frequently doubled and occasionally trebled by the cost of one piece of exclusive cable news and the purchase of photographs obtained only at high price and not infrequently at the risk of life or liberty.

On the other hand, war unsettles business and curtails the regular and ordinary revenue from which a newspaper must make its expenses and live. It is the old instance of "everything going out and nothing coming in." To a certainty "war does a lot for us." But when the facts are known they will carry the assurance that war does a lot to us, not for us.

As we have remarked before, the inhabitants of what are known as civilized nations are in this age near neighbors, with mutual interest and acquaintance, know much of and sympathize very greatly with each other. The bonds of business, of human interest and human sympathies are very strong.

The war is costing the people of this country millions of dollars and wringing the very heart strings of millions who have relatives in the war and in the war's arena. It is not strange that people demand the news and that the newspapers, notwithstanding the terrible burden of expense, feel bound to meet that demand.

There has been no other war during the lives of persons now living, except the war for the preservation of the Union, that has been of so great concern to the people of this country. Yet war always has commanded great interest and all history is largely made up of accounts of wars. Not to mention other contests, in our own recollection, we recall the Crimean War, the Civil War, the German and French War of 1870, and the war with Spain, and all the people sought the news with avidity, and the little boys made the imitations of battles a part of their plays, even to the shutting out of ball-games.

One Eastern paper refrained from publishing the war news on Christmas, but it was a very reasonable guess by another daily, that the readers of that paper went to the news stands that day and bought other papers in order to get the war news.

We have always written against the exploiting and placing of fighters and politicians, in public prints and histories, above the more useful and equally heroic and patriotic men who serve their fellows in the necessary, productive, peaceful callings, and become real heroes in the victories of peace, that ought, at least, to be no less renowned than those of war.

Napoleon was very largely a scourge to mankind, yet it is doubtful if the life of any other man of his century is so generally read all over the world as is the Life of Napoleon. Mankind seems to admire and bow down to the men who have been the greatest scourges and have worked the greatest and broadest ruin. We build monuments to those who have been most successful in killing men, and largely forget the real benefactors of the people.

This may be because Satan's rule, or the Satanic spirit and instinct, is not ended on the Earth. However, interest in the war is not altogether Satanic, and it is certainly to be hoped that the benevolent, humanitarian, sympathetic spirit that has been awakened, and largely manifested, in this free land more than anywhere else, on account of the suffering of the war's immediate victims, may portend better things in the future.

This is wandering a little from our subject of the cost of the war to the newspapers, but it, in a measure, explains why this great expenditure is made necessary.

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Another Successful "Postal Reunion"

The Carrolton, Ill., Patriot, is celebrated for what it designates as "The Annual Postal Reunion of Greene County Wanderers," that being the county covered by this model home paper.

This was the twentieth year in which the annual get-together, in the pages, of this home paper, has been held. Five pages, aside from advertising, of an eight-page section, were devoted to the letters of former residents. This reunion serves not only as a very pleasing affair among the absent ones, keeping each other informed of their new environments, hopes and joys and reviving old friendships and the memories of other days—of the old family, school, neighborly, political, church and social life, but as a reunion of all with the old home folks, or, more properly, of the old home folks with absent friends and former neighbors, to be enjoyed in the quiet of each home without the fatigue of travel. These children of Carrollton and all Greene County, come, in their letters, from California, Washington, Colorado, Oklahoma Arkansas, and nearly all the other Western and Central States, and bring much of interest with regard to their new homes and all the resources, beauties, industries, improvements, conditions and products of all these States, as well as the kind words, greetings, and suggestions as to the old home, and the improvements and changes that have been noted, as recorded, from week to week, in the old home paper, that comes every week with its friendly messages from the old home and her people. How broad is the influence of a good newspaper, is strongly shown in the letters, while they furnish a most interesting and informing travalog. One of the interesting features, this year, is a list of those who responded at the first postal banquet, November 29, 1895, only four or five of whom answer this year.

Here is a writer who settled in Carrollton in 1879, and he tells of another old resident who

died during the year at the ripe age of eighty-six years.

Here is one who—like tens of thousands from other cities, towns and counties, all over this land—still clings to the memories of the old home and would be glad to say so in the home paper. This one writes:

"I am as loyal to Carrollton and as interested in its growth in all the elements of civilization as I was as a citizen thereof, more than twenty-five years ago. And so it is, that, although during the quarter of a century of absence many of the friends who kept alive my personal interest in Carrollton have gone, yet I am unwilling to let The Patriot's annual family reunion go by without answering 'Present' when my name is called.

"I am glad to express my admiration for the public spirit, wisdom and energy of Mayor Price. I remember him as a silent, chunky boy. As is often the case, it is evident that beneath his quiet exterior there was and is a lot of mighty good stuff. More strength to his elbow and more vigor and determination to the brains and wills of all the wide-awake, progressive young and old men and women in Carrollton and Greene County."

Here is a lady, writing from far-away Los Angeles, Calif., who begins with the recalling of early memories:

"When I received your invitation to join the Postal Reunion, I had just finished reading, 'Their Yesterdays,' so I went back to my 'yesterdays,' and of course back to Illinois, where I spent so many of them.

"Once again I mingled with the boys and girls of my childhood. I heard their merry laughter and looked into their bright and happy faces. I heard the songs of my girl chums, for many of them had sweet voices. I entered again the homes of the parents of these young people and once more enjoyed their kind hospitality."

One, who is now in charge of the Commercial Law Department of the Lane Technical High School of Chicago—the largest of its kind in the world, that has an average daily attendance of 2,900—turns aside from his chatty talk to pay the editor the following compliments—writing for his whole family, three others of whom are teachers in Chicago schools:

"We know that your people appreciate, as we admire, the stand you so persistently take at all times to dignify the calling of a life on the farm and in the smaller towns. It is to be noted with alarm, the trend of the young people from the country to the city, where it becomes impossible to furnish employment to all during panicky times, and much suffering is endured as a result of actual want."

Now these are only short excerpts from three of the scores of letters, and these are given only with the view to impressing upon our editor-readers how interesting, informing and pleasing are these "Postal Reunions." We believe that there are no newspapers, however large and important, whether metropolitan or rural, but that could profitably adopt this plan of a "postal reunion" once a year. The old residents, very frequently—looking back upon the old home city, from a distance, and with their broader views and experience—make valuable suggestions for improvement, while giving pleasure by the recalling of old memories and telling of their new homes with all their special and differing problems, beauties, attainments and advantages.

* * *

"New Zealand Illustrated"

Christmas Number, Weekly Christ Church

The Weekly Press of Christ Church, New Zealand, Christmas issue of 1914, was the first to reach this office. It bore date of October 19th. So early a publication seems strange to newspaper-makers in America, but there is doubtless a reason. This number is in the form of the Ladies' Home Journal and, aside from the great wealth of illustration, the contents are principally stories illustrating the life and early myths of that far-away land.

As a work of art, it surpasses anything in the line of holiday or special issues of newspapers or magazines in the United States. The first cover page is printed in black, green, orange and gold, and as a specimen of color printing and of fine illustrated art and design, is surpassingly artistic and refined. The pages are illustrated throughout with New Zealand scenes, portraying the wonderful beauties, grandeur and enchantment of valleys, hills, mountains and great glaciers, forests and plains; of lakes and rivers; of the rural and other pursuits and the costumes, lives and sports of the people; the flocks and herds, the flora and fauna.

The life in New Zealand is evidently much in the open; the treking, camping and hunting scenes; the yachting, rowing, tennis, cricket, polo and other water and field games and contests are presented in such vivid manner, displaying such strength and action as to make one long to become a part of this vigorous life.

The woodmen at work in the great forests

with the great bullock teams hauling out the logs of the felled trees, and the "bush lanes" are views that are inspiring. In a picture of "A Bush Fire, East Coast, North Island," the portrayal of the mighty billowing clouds of smoke is so perfect as to be thrillingly real and grand.

A supplement, presented with this issue, is a reproduction, by the most modern process, of a water color painting by a celebrated New Zealand artist, of a "A Pioneer's Homestead." It is of remarkable beauty and thoroughly characteristic of New Zealand.

The point for American periodicals is the suggestion that the devoting of more space, in special issues, to illustrating of all the natural beauties of local scenery, all that pertains to the industries, to rural life and to all athletic sports could be made interesting, entertaining, instructive and inspiring, and in the end profitable. A better understanding of, pride in, and love for this land would result.

Copies of this Christmas issue of The Weekly Press, sold at a shilling, or twenty-five cents each. There was, besides, as a source of added revenue and interest, very creditable advertising patronage, and the advertisements, in artistic, typographical beauty and in illustrations, harmonized effectively with the other portions of the publication.

We have not all the grandeur, variety and beauty of New Zealand within as narrow a range of country, but our railroads make all sections here near neighbors, besides every neighborhood, city and county has unappreciated and neglected subjects and opportunities for illustration that ought not to be overlooked.

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Makes Good

The Morning Press of Bloomburg, Pa., fully sustained its reputation for enterprise and thoroughness in its forty-page Christmas issue. There were not very many illustrations, but, with excellent composition of both advertisements and matter, and the use of catchy borders, with excellent printing, it made good in appearance, while the topics handled were appropriate to the season and the articles of a high order.

It was a charming issue and nothing was overlooked or slighted, not even the presentation of the deserved standing and reputation of the publication, and to this end, the deserved and most favorable review and praise of the publication in a recent issue of the National Printer-Journalist was reprinted in full. Thus with proper introduction, showing the help to home readers in judging of the worth of the home paper and its service, afforded by such friendly criticism by a disinterested journal having the whole world of newspapers with which to make comparison and from which to form just judgment.

As this paper said in its December issue, as to a former number of The Morning Press, we repeat here, "Not one single evidence of slight or neglect due to lack of skill, help, time, means or material," can be detected. The great wealth of advertising in this Christmas number indicates that the enterprising business men of Bloomburg appreciate their excellent home paper.

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"The Parisian"

This is the name of an excellent home weekly paper published at Paris, Tenn. Its Christmas issue of December 18th, showed that it is fully up to the times in useful, home service, and this is the highest mission of a newspaper and is in harmony with the Christmas idea all the year round.

The Good Roads and Educational departments are prominent and excellent. A "Christmas Greeting" on the editorial page signed by J. T. Gaton, owner and publisher, contains the following highly commendable and encouraging sentiments—thoughts and resolutions that are worthy to be cherished and followed out, in spirit and effort, by every newspaper-maker, for helpfulness and making good:—

We believe that the year 1915 will be one of material prosperity in this country; with us peace reigns and the tide of business activity is rising, but in Europe a needless war and the whirl of destructive fury undoubtedly makes this Christmas season the saddest for its people they have ever known. Therefore, let us be thankful for our manifold blessings and for the ability to lessen the burdens of sorrow both at home and abroad, and let us hope that the world in travail will bring forth a new era throughout all the earth.

We take this opportunity to thank the friends of our paper for their loyalty in the past, and desire to state that it is our intention to issue a paper throughout the coming year, every number of which will grade in character of matter and news with this souvenir Christmas editon. Our aim is to make the paper worth while to this community, and we shall in the future, as in the past, stand for all things that tend to improve the condition and lighten the burdens of humanity.

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The present world war has very emphatically made evident and impressed the fact that of late years American inventors have led the world in printing machinery and presses. The cost of the war to press builders, manufacturers of type, printing office furniture and composing machines has run into millions of dollars.

Our Christmas wish is that the New Year may prove a bounteous one for you in Good Business and Happiness.
Christmas and the New Year
Just a little sign of our appreciation and to extend cordial Seasons Greetings
The Alling & Corey Co.
My best wishes to you at this season of happiness and rejoicing
CHRISTMAS GREETINGS FROM THE BARNES-CROSBY CO.
1914
1915
Christmas Greeting
That you should have a Merry Christmas and that the New Year may bring a continuance of prosperity and happiness is the wish of the
W. J. Hartmann Co.
Christmas 1914 and Season's Greetings for 1915 New Year
The Denver & Rio Grande Railroad
Western Pacific Railway
Merry Christmas
The Ben Franklin Calendar
1915
Dear Friend,
Ye Merrie Christmastide has come again, giving me opportunity to send you a cordial greeting and a wish that it may be a pleasant one for you and that the New Year may bring you only happiness and prosperity.
Ye' shod' humble serv',
John Clyde Oswald
Our Wish
Merry Christmas the time of love and good cheer. May your joy be prolonged with a Happy New Year.
The Ben Franklin Calendar
January
Season's Greeting
The Roycroft Shops, which are in East Aurora, N. Y., December
SINCERE wishes for a Merry Christmas and a Happy, Prosperous New Year, hoping for your success and our continued friendship the coming year
Axel Edward Sahlin

A few imperfect Reproductions of many appreciated Holiday Greetings of goodwill. To all, thanks with sincere well wishes are cordially returned.

Startling Statements as to Alcohol's Harvest of Death

Worthy of the Attention of the American Press

W. D. Boyce is publisher of The Saturday Blade of Chicago, with a circulation of 1,250,000 copies a week. The issue of January 2nd has reached this office with the leading editorial marked. The following statements, therein, are so startling and yet seemingly so well founded, that we believe—along the lines of useful, honest service due from every newspaper-maker—they should be brought, especially, to the attention of the American Press:

We shudder when we read of thousands of men killed in battle. Yet alcoholic poison has been taking more lives every day, under the American flag, than have been lost on Europe's battlefields. An average of over nine million in one year! It is a staggering statement and one which we ourselves refused to believe at first. But its truth has been forced upon us.

The ballot which the Blade recently conducted on the alcohol question was the first effort ever made by any newspaper to secure information on that subject; there is no other newspaper which could have done it on so large a scale. We set out to get the unprejudiced opinion of the people of the country, and succeeded. The responses which poured in showed clearly the interest which thinking people are taking in the biggest problem that is before the world today—waste and loss of life.

Tabulation of answers, based on the judgment of the highest authorities on life and health, gives this conclusion—**Alcoholic poison shortens the average life of the American people three years.**

Any schoolboy can work out the rest of it. Taking the 100,000,000 population of the United States and its colonies, multiply that by three, the number of years cut from the average life of the American people by alcoholic poison. That gives 300,000,000 life-years annually. The average length of human life in the United States is thirty-three years. Divide the 300,000,000 by 33 and you have the average loss of possible life in one year, or **over nine million lives.** In the United States the average value of a human life is given as $5,000. Multiply the 9,000,000 by $5,000 and you have $45,000,000,000, or more than the great European war will cost if it runs three years.

In the midst of its war, Europe is better off than ever before, for the manufacture and sale of alcoholic drinks have been curtailed to the lowest point. No wonder Russia was willing to enter the war, with its alcohol traffic abolished. By cutting out the drinking of alcoholic beverages, Russia saved a loss of 13,000,000 lives a year, while in the war the great empire cannot lose more than 2,000,000 lives a year.

When a war ends, the killing of men is over. The warfare of alcoholic poison against humanity will not end until the manufacture of all alcoholic drinks is suppressed. Nation-wide prohibition for the United States has grown much nearer within the past year. That such a proposal should receive a majority vote in the national House of Representatives in 1914 was a fact unthought of as recently as five years ago. The vote taken last week is the greatest prohibition victory ever scored in this country. At the next session of Congress the question will be up again. It will be an issue in the next Presidential campaign. Within a few years the traffic in alcoholic poison in the United States will be totally ended.

When we closed the balloting on the alcohol question, we stated that an important announcement would be made at the first of the year. The announcement is that **The Boyce Weeklies will not print any advertisements of whisky, wines, beer or other alcoholic beverages.** Our readers have decided that for us, by their replies to our inquiry, which showed that the great majority of them recognize the fact that **alcohol is a poison.**

The publisher and employes of the Boyce Weeklies are fully convinced that the use of alcoholic beverages is injurious to everybody. We shall not, therefore, encourage anyone to use them by advertising same. Heretofore the advertising of whisky has paid us an average of $50,000 a year. The last contract expired December 31st, and we have refused to renew any such business.

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A Newspaper Doll Circus

A Plan Worthy of Preserving for 1915 Christmas

The Elgin, Ill., Daily News staged a three-ring Doll Circus for four days in its office, Saturday evening and Monday, Tuesday and Wednesday, December 19, 21, 22 and 23, this year, for the delight of the children young and old, and as a part of its benevolent work and Christmas gladdening.

A decorator of a leading store and the lady head of the domestic science department of the high school superintended a score of stage hands in arranging and staging the show, of which the News gives the following graphic description in telling the story of the opening performance:

When the exhibition opened, the dolls were arranged in a real three-ring circus. Fancy riders, with their attendant clowns appeared in each ring, while the grand-stands were filled with spectators. One of the stands, built by the boys of the manual training department of the high school, was reserved for the little folks and was filled with baby dolls in charge of nurses.

On the trapezes were a family of aerial performers and a group of trained bears. Coming through the entrance was a parade of animals and performers for their turn in the rings. Clowns, performing animals, spectators, arriving late for the show and a policeman to preserve order surrounded the rings.

Society Folk Occupy Boxes

In the boxes in front of the grand-stand were society folk. One box was reserved for a party of camp-fire girls. Others were filled with handsomely-gowned women.

Circus music was furnished by a big Victrola. Among the other things which helped to make the initial performance of the circus a success, were the doll-stands and toys.

Two of the early spectators at the show were Commissioners Charles L. Kohn and City Collector John O. Myers.

"Pretty fine show," was the comment of Mr. Kohn as he looked over the dolls. "Those high school girls

have done a great deal of work for the poor little girls of the city."

On each doll was a card bearing the name of the bachelor donor, the name given by him to the doll and the name of the girl who dressed it.

Here was first aid to cupid, in the joining the name of the bachelor who had given with the girl who dressed the doll. The children of Elgin will all become subscribers to the News when they become "grown-ups" and are, doubtless, now interested readers of the delightful pages in their respective homes.

* * *

Sweeping Prohibition of Fake Advertising

A large share of enactments as to fradulent advertising that are in fashion of late years, have been aimed at newspapers, but the Greeley, Colorado, Commercial Club propose to strike directly at the fake advertisers in all lines. The prohibition of drinking, if law to that effect would be enforced, would certainly do away with drunkenness and the evils of saloons. If all fradulent advertisers can be reformed and honest—and they should be, for dishonest advertising is always an attempt to obtain money under false pretenses—a great burden would be removed from newspapers to their great benefit through the increase in legitimate advertising that would follow.

The Denver Post had in its issue of December 26th, this news item from Greeley:

Punishment of fraudulent advertisers, whether in newspapers, circulars, on billboards, through personal letters, on moving picture screens or in special catalogue, is being sought by members of the Greeley Commercial Club, and Senator-elect R. E. Winbourn will stand sponsor for the bill in the next legislature. At a meeting of the executive committee of the Commercial Club, Senator Winbourn submitted a letter with a draft of a proposed bill he will introduce.

The bill provides that it shall be a misdemeanor for any person or firm to make false statements in any kind of advertising concerning anything they have for sale or consumption, and makes it punishable by a fine of from $10 to $100. Copies of the proposed bill will be sent to all commercial clubs of the state, with a letter requesting their co-operation in securing its passage by the legislature.

* * *

NOW IS THE TIME TO ADVERTISE

"The president of one of the largest public utility companies in the United States and a former cabinet officer urges that now is the time to advertise. Publicity efforts should be redoubled now, because advertising increases demand and stimulates production. The merchant and manufacturer who keep their products prominently before the public now are not only proving their faith in the soundness and strength of American industry, and thus setting a good example to the more timid, but are certain to reap an ample reward in the material returns that are sure to come."—Wall Street Journal.

Journalism Educators Meet

The early organization of the American Association of Teachers of Journalism and the loyal attendance upon the conventions of the Association, exemplifies the fact that the new journalism educators appreciate the importance of their work and calling, and are up-to-date in their ideals of worthy service, co-operation and mutual helpfulness.

It was with sincere regret that the editor of the National Printer-Journalist was unable to accept a highly-prized invitation, coming through J. Melvin Lee of New York University, to attend the annual convention December 29-30-31st. The convention of these conscientious teachers of all the practical knowledge, ways and requirements of modern newspaper-making, are always worth while.

The convention was held in the Pulitzer School of Journalism of Columbia University, New York, and President Talcott Williams, director of the Pulitzer School, presided. The following were in attendance:

F. N. Scott, University of Michigan; Roland P. Gray, University of Maine; Frank H. Martin and Walter Williams, University of Missouri; Merle Thorpe, University of Kansas; George C. Clancy, Beloit, John M. Cooney, Notre Dame University; Hugh Mercer Blaine, Louisville University; Richard H. Thornton, University of North Carolina; Joseph W. Piercy, Indiana University; William Grosvenor Bleyer, University of Wisconsin; Charles Arnold, University of Pittsburgh; Robert W. Neal, Massachusetts Agricultural College; Charlton Andrews and J. Melvin Lee, New York University; Franklin Matthews, J. W. Cunliffe and Dr. Talcott Williams of Columbia and Frank Leroy Blanchard of the Editor and Publisher.

Professor Merle Thorpe of the University of Kansas was elected President for the ensuing year.

Dr. Talcott Williams, in calling the convention, cordially welcomed the members, expressing the hope that while this was the first meeting held on the Atlantic Coast, that it would prove so pleasing and profitable that all would want to come again.

The Editorial

Nearly all leading subjects pertaining to newspaper-making were considered, the editorial and advertising departments receiving, naturally, the most attention. Editor Charles R. Miller, of the New York Times, treated of the editorial, its importance and influence, in an able and instructive address. He claimed that the editorial writer of today exerted as much power and influence as at any other time in all the history of newspaper-making.

He spoke of the duty of the editor as to all legislation, judicial decisions and other matters affecting the interests of the people, in detecting and exposing all that, if enacted or put in practice, would be harmful, foster or protect corruption or result in injustice or wrong. He warned his hearers as to the risk of criticising a man's motives or course of conduct as to any public matter.

"If a member of Congress favors a certain bill you can point out that the measure is against the public good, but you must not say that in supporting it he is governed by improper or unworthy motives, for that is libelous."

Frank I. Cobb, editor of the New York World, gave

Joseph Pulitzer the credit of first introducing the short editorial page by setting the editorials in two wide measure columns, and saying that all editorials must go in these two columns, and claiming that the perfect editorial should not exceed twenty lines.

However, he did not always live up to his own rule, for one editorial, which Mr. Pulitzer thought ought to go into half a column at the start, after working on it three weeks, filled eleven wide columns, or two pages of the World.

Length and Character of Editorials

On being asked as to his idea of the proper length of an editorial, Mr. Cobb replied:

"It depends on the ability of the writer to hold the reader. Sometimes a few lines, sometimes a column. I am in favor of short editorials. On the World we have six editorial writers, five of whom are on duty every day in the week. They turn in from one to three editorials daily. I do not ask any of them to write about something in which he does not believe.

"You cannot make a good editorial writer out of a man who hasn't a keen sense of news," continued Mr. Cobb. "That is why the best editorial writers are men who have had experience in gathering and presenting the news of the day. I never knew a good editorial writer who was not a good reporter."

Mr. Chester Lord, in the afternoon discussions said: "Just now, we are living in a commercial, not a literary, age, and the people are not a-hunger for literary food. They care not so much for the niceties of literary expression, for the well-rounded, ornamental sentences of Washington Irving and his contemporaries who were under the inspiration of the Victorian literary era. They prefer plain spoken words, expressed with business direction."

Importance of Narration of News

"The narration of highly important events," declared Mr. Lord, "is perhaps on a higher plane of efficiency and brilliancy than ever before and at higher compensation. The really good reporter is in greater demand. The man who combines expert writing with expert knowledge of politics, or finance, or mechanics, or any one of a dozen other specialties, is sought in every newspaper office. In the presentation of great news our great editors were never so able as they are today. The news staffs were never so well organized. The most elaborate and painstaking preparations are made when big news can be anticipated. This was strikingly illustrated when the survivors of the Titanic were landed, for although it was 10:20 o'clock at night when the first line of that great story was written, the newspapers had forty or fifty columns of it next morning."

Clean Advertising

In discussing advertising, Mr. Richard H. Waldo, advertising manager of the New York Tribune, declared:

"If this tainted advertising were eliminated from all newspapers, either through the enlightenment of proprietors or by government regulation, it would produce the greatest increase in advertising efficiency. At present 60 per cent of the business men who should advertise do not advertise in the newspapers. If this 12 per cent of illegitimate advertising is eliminated from all newspapers the newspapers would receive advertisements from all or most of the business men who do not now use their columns."

No Control of Editorials by Business Office.

In treating of the question of business management, Mr. Dan C. Seitz, business manager of the New York World denied the claim that business offices controlled the editorial department. "Good editing makes the paper, and the business management then makes it successful from a business point of view."

Attendance at Schools of Journalism.

Dean Walter Williams of the University of Missouri, presented interesting statistics with regard to schools, that are printed in an article elsewhere in this issue, and added: "There are today 2,107 students in the schools (about forty) of journalism, while there are about 35,000 or 36,000 reporters and editors in the country. In 1920, he said, there would be about 4,000 students, or about one-tenth as many students as active newspaper men."

* * *

ISSUES EIGHT SIXTEEN PAGE EDITIONS IN YEAR

The Special Christmas edition of the Belleville (Kansas) Telescope makes the eighth sixteen-page paper issued by that office in 1914.

The Telescope is all home-print, and in this issue, announcement is made of the installation of a new Model "K" Linotype. The ad-composition is good, and the reading matter is well handled. Besides the first page of the second section, which is devoted chiefly to letters to Santa Claus, from children of the vicinity, there are several well-written articles boosting the town and community, a large quantity of local and county news, and the paper is so well filled with advertising matter as to show the faith in, and co-operation with Mr. Miller, the publisher, by his fellow business men. Through the local columns the editor makes the long articles of more interest and the advertisements of more value by attracting the reader's attention to them by means of short editorial comments. Two other columns are of particular interest to the older subscribers in that they are devoted to happenings of "Twenty-five years ago."

The Telescope ascribes its prosperity to the character of the people in the enterprising city and well says:

"Probably no other county seat weekly in Kansas has equalled this record for 1914. What does this mean? It means that Belleville is a live, active, alert community, filled with energetic business men who are aggressive and who appreciate the supreme advantage of publicity. No dead community could supply the material for eight sixteen-page newspapers in a country town within a year. The Telescope, which is the leading newspaper in its field, has simply reflected the immense amount of energy and business enthusiasm in the community, for after all a newspaper that pretends to keep anywhere within sight of its field is nothing more or less than a great mirror reflecting its community to the outside world. The Telescope always makes an earnest effort to reflect its community in the best possible light to the outside world, and it may be said we get the splendid co-operation of the business men of the town."

This is very pleasant reading to the one who has written this brief review at the request of the editor, and who looks back to Belleville, her birthplace, through the memories of early childhood, her father having been a prominent attorney there for many years prior to his death.

L. M. T.

Journalism Week

The sixth annual Journalism Week will be held at the School of Journalism of the University of Missouri Monday, Tuesday, Wednesday, Thursday, and Friday, May 3, 4, 5, 6, and 7, according to announcement made by President A. Ross Hill. Addresses, discussions and conferences on subjects of interest in all lines of journalistic effort, will constitute the program for the week. An attendance of more than three hundred is expected from Missouri and other states.

Among speakers in previous years were: Will Irwin, magazine writer; Lafayette Young, Des Moines Capital; Oswald Garrison Villard, New York Evening Post; Charles H. Grasty, Baltimore Sun; Winifred Black, writer of special articles; Norman Hapgood, magazine editor; George S. Johns, St. Louis Post-Dispatch; Hamilton oHlt, New York Independent; Henry King, St. Louis Globe-Democrat; Thomas F. Millard, war correspondent and editor; Arthur Brisbane, editorial; Director of the Hearst Newspapers; Joe Mitchell Chapple, National Magazine; Samuel Bowles, Springfield (Mass.) Republican; Henry Wallace, of Wallace's Farmer; J. A. Graham, St. Louis Republic; Walter B. Stevens, Washington Correspondent; Dante Barton, Kansas City Star; Roswell M. Field, Chicago American; Emmett Moore, late of Chicago Inter-Ocean; Robert H. Lyman, New York World; W. M. Ledbetter, St. Louis Republic; Louis T. Golding, St. Joseph (Mo.) News-Press; DeWitt C. Wing, Breeders' Gazette; B. B. Herbert, National Printer-Journalist; H. J. Haskell, Kansas City Star; Talcott Williams, director of the School of Journalism at Columbia University; Clarence Ousley, Forth Worth (Tex.) Record; A. B. Chapin, cartoonist, St. Louis Republic; Strickland W. Gillilan, newspaper humorist; Charles Dillon, Capper farm papers; Erwin Craighead, Mobile (Ala.) Register; Robert Minor, Jr., cartoonist; Clara Chapline Thomas, Minneapolis Tribune; Mrs. Sarah Tyson Rorer, Philadelphia; John T. Barker, attorney-general of Missouri; Governor Elliott W. Major; S. E. Kiser, Chicago Record-Herald; C. A. Shamel, Orange Judd Farmer; Herbert L. Baker, New York City, James Schermerhorn, Detroit Times; W. A. Patterson, Western Newspaper Union; Mrs. Elizabeth Meriwether Gilmer, special writer for the New York Evening Journal; Erle W. Hodges, Secretary of State of Arkansas; H. W. Brundige, Tribune and Express, Los Angeles; J. P. Baumgartner, Santa Ana (Cal.) Register; Col. W. R. Nelson, Kansas City Star; Mrs. Mary E. Hart, president, Pacific Coast Women's Press Association; C. A. Marvin, Sentinel-Post, Shenandoah, Iowa; Frank LeRoy Blanchard, The Editor and Publisher and Journalist, New York City; Monte Crews, artist, New York City; Roy M. Edmonds, The St. Louis Republic; Herbert Johnson, cartoonist, The Saturday Evening Post; Thomas Dreier, Associated Advertising, Cambridge, Massachusetts; Cornelius Roach, secretary of state; H. R. Palmer, Kansas City Star; John P. Cargill, St. Joseph News-Press; Ralph B. Baird, staff photographer, Kansas City Post; George E. Marcellus, The American Press; T. W. LeQuatte, advertising manager, Successful Farming, Des Moines, Iowa; G. Prather Knapp, St. Louis Ad Men's League, H. N. Rickey, editorial director, The Scripps-McRae League of Newspapers, Cleveland, Ohio.

Advertising has been represented by E. St. Elmo Lewis, Detroit; Thomas Balmer, Chicago; M. P. Gould, New York; William C. Hunter, Chicago; Herbert Kaufman, Chicago; George W. Coleman, Boston; Glen Buck, Chicago; I. H. Sawyer, St. Louis; W. M. Hawkins, Kansas City; Julius Schneider, Chicago; E. P. Adler, Davenport, Iowa; M. D. Hunton, New York; H. W. Prentis, Jr., Pittsburgh.

The program for the present year will be of equally high excellence.

* * *

The Linotype in 1914

Although there was no discovery of a new principle or invention of a new method in the operation of the Linotype during 1914, the year was nevertheless most profitably spent in that steady, consistent, and untiring refining and detail improvement of the machine and in the expansion and development of the service organization of the company that is so essential to the life and growth of a great manufacturing concern.

The scope and capacity of the Mergenthaler Linotype Company is evident from a consideration of the world-wide use of the Linotype. There are factories in America, England, and Germany, and at these places, as well as at agencies in all the principal countries of the civilized world, a stock of machines and a supply of over 100,000,000 finished matrices is carried, so that the promptest possible service may be rendered to new and old customers. The American plant is located in Brooklyn, where over 1,800 employes are engaged in the numerous and intricate processes and operations (more than seventy in the case of making a single matrix) incidental to the turning out of the finished product. The investment in machinery and material is necessarily very large, and as most Linotypes are sold on long terms of payment, there is an extra burden to be constantly carried. This has meant ample resources and sound financing, for there are today over 30,000 machines in service.

The fact that genuine Linotypes can be purchased for as small a sum as $1,200 places these composing machines within the reach of the smallest printer. Machines of greater capacity and versatility range upward to the four magazine Model 9 at $4,150.

Patents covering important and essential features of the modern composing machines are among the valuable assets owned by this Company—valued equally with the good-will of its thousands of customers. The factory and executive force of the Mergenthaler Linotype Company are ready and able to serve every new and present customer with the same care and fidelity that has characterized the policy now pursued without deviation for a quarter of a century.

* * *

A HIGH APPRECIATION OF NEWSPAPERS

The Rochelle, N. Y., Star, quotes the great merchant, John Wanamaker, who ought to know, for he has probably paid more for newspaper advertising than has any other man living and has won a greater success than has any other retail merchant of this country, as saying:

"Newspapers are believable and are almost the only things that are real these days. They are at great cost to educate us, and their responsibilities are tremendous. They are as mighty as the military, as sleepless and far-reaching as the light of the morning."

"And the man who pays for more advertising than any other business man might have added they are the cheapest and best investment in the world as well."

Greet the New Year

The record of the year of 1914 is all made up and is only valuable for the lessons contained therein. There is worth in the acquisition of knowledge and experience that it has afforded and in the strength and means that have been treasured for use, sustenance and encouragement through the days that are to come; but the new year is all its own for hope, life and achievement.

There have been hardships, trials and disappointments as well as comfort, joys and accomplishments, for all of which we should be truly thankful, for even the trials and disappointments have served for discipline and often, in the wonderful adaptation of human life, these become pleasurable memories.

What we have endured in the past becomes the strength, the happiness and the encouragement of the present. We recall and recount with greater zest and self-congratulation what we have endured and overcome than what we have enjoyed or counted at the time our pleasures, and we move forward with new courage to the new conflicts, helped by the trials that have passed.

The year 1915 holds much for encouragement that need not here be mentioned, except to state that there is great and sure promise of still greater improvement. There is, in all this great Republic, abundance of wealth, resources and opportunities. What the coming year shall be and what it shall bring, in full fruition and reward, depends very much upon ourselves.

In our closely related and mutually dependent existence, much rests upon hearty, earnest, intelligent co-operation, and upon each and every one doing his or her part cheerfully, courageously, hopefully, encouragingly, and effectively. Gloomy forebodings will win no victories and certainly will put nothing in the bank, while discouraging words and holding-back will retard effort and hurt general business on which each and all depend.

Persistent, intelligent advertising of the goods we have for sale or the service we have to offer, and then making good, will have a broadening influence in making times and business better. Advertising is the glad-news of opportunity whether in business, the industries, in education, government or religion.

Good work comes through incentive and inspiration. Every one should help to the needed inspiration or incentive by good, helpful, kind words and deeds, provoking each the other by good works.

The newspaper maker has an especial opportunity and an obligation in these times to study conditions and furnish intelligent reasons for the efforts needed to accomplishment.

The well-being and happiness of all depend upon the disposition and intelligent efforts of each, and it goes without saying that each depends upon the general prosperity and well-being throughout the community. While we feel that there is much in the past for which to be thankful, we believe that there is much more of sure promise in the oncoming months. Let all, then, in this community press forward with higher, more thorough, more generous, systematic and intelligent efforts for the better things and the greater abundance of all that is worthy of striving to attain.

The National Printer-Journalist can help, if all will co-operate and aid. We are ready for the conflicts of A. D. 1915, and certain of progress and all deserved reward.

* * *

A Daily Government Publication

The Daily Commercial Report, the newspaper issued by the United States Department of Commerce, ought to be made of great value and of very broad and general interest. Government publications have, in the past, lost much of real worth by their ponderous forms and delayed issue. The plan and scope of this daily is especially to aid and promote foreign commerce by the daily publication of all important commercial cablegrams received from the attaches at the various embassies abroad and from Consuls throughout the world, with brief abstracts of the findings of investigators of the department in many lines of American enterprise, and the grist of the business of the Department of Commerce for the preceding day.

This plan for a live, up-to-the-hour commercial daily was worked out by Dr. E. E. Pratt, chief of the Bureau of Foreign and Domestic Commerce, and takes the place of the Daily Consular Report. The mail reports of American consuls reviewing business conditions and opportunities in their respective sections are published as supplements to the Commercial Report.

The eight new branch offices of the bureau are said to be meeting with a cordial reception from business houses and are working to full capacity in co-operation with merchants and manufacturers.

"The offices have become a factor in American business life," stated E. A. Brand, Assistant Chief of the Bureau of Commerce. "They have proven themselves of great value to the business world in furnishing closer relations with the agencies of the Federal Government, whose business it is to aid American enterprises seeking foothold abroad. Through them information of great value to merchants and manufacturers is quickly obtainable, and they also aid the bureau in keeping in closet touch with American business needs."

Branch offices are located at New York, Boston, Chicago, St. Louis, Seattle, San Francisco, Atlanta and New Orleans, giving two offices to each geographical division of the country, and no extension is contemplated during the present fiscal year.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A FEW years ago, in writing these columns for the National Printer-Journalist, I was moved to make a most radical plea for simplicity in the art of newspaper-making. So novel did my suggestions seem at that time that they aroused such opposition as must be expected for anything new, even a contemporary on the staff of this esteemed journal having attacked them as an impracticable innovation, for reasons which he ably set forth.

I maintained then that the ideal newspaper was one which would adopt a single pleasing type family for its use and permit no other face to enter into its typography. I held that each page of a newspaper ought to be considered the unit, just as the page is the unit in book making; that uniformity should be kept between these various units as religiously in the one case as in the other, so that the whole might become an aesthetic, harmonious creation. Further, I advised dependence more upon the natural contrast of design, "massing," or "whiting-out," rather than upon the jarring effect of contrasted, incongruous type faces, in order to avoid monotony and to achieve, or maintain, certain individuality in advertisements.

And, as the years have passed, I am happy to attest, I have witnessed a marked tendency in this direction among the best newspaper makers in the land. Of course, for reasons at once so apparent that they need not be enumerated, the rapid increase of the use of machines as means of composition, more than any other cause, is largely responsible for this improvement, which reminds me of some most excellent thoughts expressed on the same subject in a recent number of the Mergenthaler Company's Linotype Bulletin, which, by the way, is a delightful publication for printers.

No author's name appears in connection with these excellent thoughts alluded to, but they were printed under the title of "Newspapers and the Linotype." The subject was approached through the subject of job printing, in which we of this generation have witnessed a remarkable evolution out of a conglomeration of grotesque and freakish typography. Arriving finally to the point, the writer says:

"Our successful printers have already learned the lesson that multiplicity of type faces hinders rather than advances the cause of fine printing, and that the beauty of the printed page (the page, be it remembered, is the unit of all printed matter) depends upon its proportioning and its patterning, and not upon its typographical vagaries.

"Only the newspaper seems to have lagged somewhat behind in this revival of good printing, though indications are not lacking that the far-seeing newspaper-publisher is inclined to take a hint from the book-publisher and to go back to first principles.

"As a matter of fact he can learn something from the newspaper printers of yester year, just as the maker of books can learn to his advantage from the Venetian printers of the fifteenth century. It is true that early in the seventeenth century when those forerunners of the modern newspapers, the 'Courants' or 'Weekly News' made their first appearance, the printing art was already in its decline.

"And so these first news-sheets, and even the successors of the end of the century, the 'Gazettes' of London and of France, were not examples, by any means, of fine typography. They were examples of hasty composition and of careless printing, and yet . . . pick one up today out of the glass case in some National Library, where it is so jealously preserved, and with all of its faults it forces itself upon your attention as being so eminently fitted for its purpose.

"It was made to be read, and readable it is above all else. In the first place, by its arrangement, the proportion of its page of print to its page of paper, its clearly defined columns, and the size of its types, it pleases the eye and holds out an invitation, as it were, to be read.

"And to be read, is after all, the be-all and end-all of the modern newspaper. It is made

merely to be read, and anything that can be done to attract the reading faculty of those into whose hands it is destined to fall, anything that can be done to render the physical task of reading it one to be accomplished with a greater facility, helps the newspaper to fulfill its mission to mankind."

It is but human to admire anything we find in print which expresses exactly our own sentiment, and therefore I have an excuse for having quoted at such length from this Bulletin. The writer continues with other excellent paragraphs (which, for economy of space, I am compelled to omit) until he comes again to the expression of ideas identical with those which I have championed on more than one occasion through these columns. He says:

"There remains one department of the making of the modern newspaper about which a word must be said—the advertising columns. Here also the publisher will probably plead "non vult," as the lawyers say, taking up the very defensible position that he has to follow the dictates of the broad-minded advertiser, and that the choice of types and general layout is a sin not to be laid at his door.

"Yet may there not be some holes to be picked in this defense? Is the advertiser or advertising agent such an all-prevailing autocrat? There is one newspaper in New York, for instance, which some years ago boldly assumed a dictatorial position on this very question. It laid down its laws of typographic display rigorous as those of the Medes and Persians, and these laws have ever since been maintained in all their integrity. Concerning their wisdom or effectiveness from a purely typographic point of view, opinions may differ, but the fact remains that the newspaper, and not the advertiser, ordained the precise nature of the display type to be admitted to its pages.

"Advertisers pay a special rate in order to ensure the appearance of their advertisements 'next to reading matter.' Surely the only object of this is to seduce the reader into perusing the advertisement concurrently with the news columns of his paper. And yet too often this very attempt is defeated at its outset. The valuable advertising space is filled with an erratically bold display of type which causes so violent a break in the continuity of the readers' thoughts and so positive a shock to his visual perception, that almost unconsciously he averts his gaze from it and passes it over as something to be avoided. . . . .

"In other words, advertisements, like types, are 'made to read,' and surely the best way to ensure their being read is to set them up in a form as nearly as may be approaching that of the news sections of the paper.

"Occasionally, of course, the advertiser may wish to exchange his whispered utterance for a sharp staccato note designed to arrest the attention of the reader to some particular thought or some specially important announcement. He needs, in short, the advantages of display type.

"Yet, even in this case he will better advance his own cause, if he can be persuaded to use only such type faces as will be in harmony with their surroundings, and to give the necessary prominence to his appeal by a deft use of the contrast of 'white space.'

"Surely then the advertising department of the newspaper will be serving the publisher's truest interests if they can impress upon the advertiser the truth that cogent advertising display is not a matter of multiplicity of faces, and that distinction is not always an affair of 'distinctive' type."

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Argos, Ind., November 18, 1914.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—Under separate cover I submit for your criticism copies of the Reflector of the issues of November 5th and November 12th.

Please do not refuse us a hearing because of those ads on the first page. Size up the paper as a whole, particularly the four home pages. The size of the paper "fits" our press and the make-up seeks a balance between the newspaper and the advertising medium, at the expense, perhaps, of approved form.

A number of our advertising patrons have "held their space" so long the memory of the average man runneth not to the contrary, and I would certainly precipitate a "holy war" should I undertake to clean the front page of ads or make a general shifting of positions.

We probably are in a rut in many ways, but withal venture to appear upon your green carpet, noting the kindliness with which you have criticised and advised others.

Very truly,

JOHN M. WICKIZER.

In the foregoing letter it is easy to see that Brother Wickizer fully anticipated that which an inspection of his Argos Reflector would be prone to evoke from me; hence his apology for the advertisements on the first page, the chance-like method of mechanical make-up, and the unhandy eight-column size of the sheet. Now, I do not wish to appear heartless in my remarks in these columns, but I cannot forego asking this brother if it has never occurred to

him that it is usually easy for all of us to find excuses for our many shortcomings? No man does wrong, possibly, without an excuse; nor does any man make improvements without effort. Generally, the greater the improvement desired, the greater the effort necessary for its achievement. Conversely, the greater the effort, usually the greater the improvement. If "war" should follow an effort to clear the Reflector's front page of advertisements and properly arrange the displayed spaces in other pages, it surely would be that which the brother has suggested—a "holy war." But I seriously doubt that so much trouble would be encountered in making these improvements as Brother Wickizer fears. The hill is never so steep when one is on its side climbing, as it seems viewed from the base. Most modern business men highly appreciate what a good newspaper means to the home town, and I have found them all generally ready and willing to grant any concession that might help to make the home paper a better one. Brother Wickizer is a clever writer, telling his news-stories smoothly and intelligently, but much of his talent is hidden, simply because his paper is not properly treated typographically nor mechanically. In short, the Reflector is like an excellent meal of victuals served up in greasy old dishes on an untidy board. Everyone appreciates how much tidiness of service adds to the delectableness of a dinner, sharpening one's appetite, and even aiding one's digestion; and the same rule holds true with reference to newspapers. That which makes a good paper is not good contents alone, but the shape in which the news is presented to the reader. Imagine, for instance, this Argos Reflector with its first page a delightful, exclusive mass of reading matter, attractively headed and arranged in the columns with a view to art and balance; everything properly classified, and not intermixed, as if by accident; would not the opinion of the average reader be exalted? I cannot do better than urge this brother-editor to begin the "holy war" at once.

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This department is indebted to Messrs. Barnhart Bros. & Spindler for a copy of an exquisite little booklet entitled, "Distinctive Types for Correct Stationery," which contains displayed specimens showing off the beauty and practicability of their Waldorf text, Chester title, Cardstyle, Pencraft title, Plate text, French Plate, Engravers' title and Lining Engravers' Roman. Truly, some elegant types and very tastily exhibited.

Prescott, Iowa, December 7, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Find enclosed four of my recent ads, which I would like to have criticised in your N. P.-J. department. Any suggestion will be thankfully received.

Yours truly,

O. E. BOOTH.

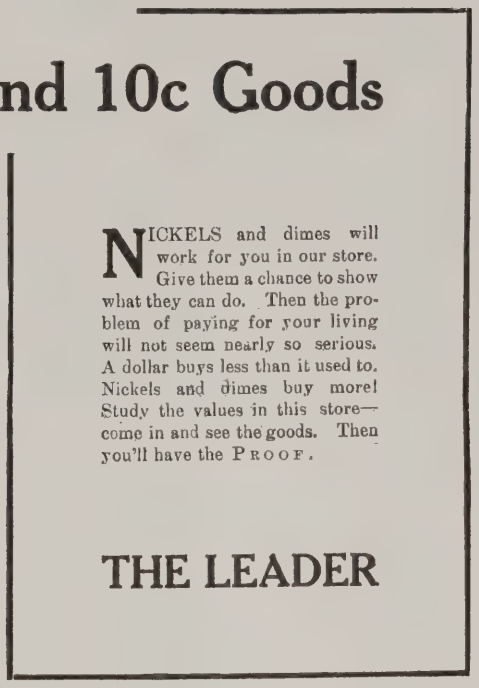
This is a quartet of excellent advertisements, which I am pleased to reproduce herewith as Exhibits 1 to 4, inclusive. The first two are

CLOTHING
FOR FALL AND WINTER
¶ Our new line is now in for Boys, Youths and Men. We have the Capp's 100 per cent pure wool clothing that is note as first class in quality, style and workmanship. You make no mistake when you buy your suit of us—for we will save you money and make you happy. Boys suits ranging in price from $2.00 up. Men's suits, $5.00 up.
FACKLER'S

No. 1

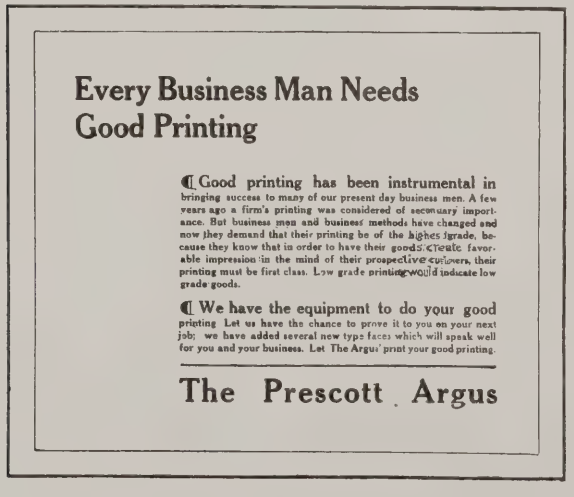
the best, their legibleness, strength of display and beauty resting principally in their simplicity of design and typography, in their proper massing and deep margins of white. Just one little defect is in evidence in each of these two speci-

mens, and that in the first is the dinky little dash over the signature, and the three periods in the same position in the second. To fully appreciate the justice of this criticism, the au-


5 and 10c Goods
NICKELS and dimes will work for you in our store. Give them a chance to show what they can do. Then the problem of paying for your living will not seem nearly so serious. A dollar buys less than it used to. Nickels and dimes buy more! Study the values in this store—come in and see the goods. Then you'll have the PROOF.
THE LEADER

No. 2

thor of these ads has only to cover these two details with a bit of white paper and note the immediate improvement. The next specimen (No. 3) is neatly set, but I always prefer com-


Every Business Man Needs Good Printing
¶ Good printing has been instrumental in bringing success to many of our present day business men. A few years ago a firm's printing was considered of secondary importance. But business men and business methods have changed and now they demand that their printing be of the highest grade, because they know that in order to have their goods create favorable impression in the mind of their prospective customers, their printing must be first class. Low grade printing would indicate low grade goods.
¶ We have the equipment to do your good printing Let us have the chance to prove it to you on your next job; we have added several new type faces which will speak well for you and your business. Let The Argus print your good printing.
The Prescott Argus

No. 3

position balanced naturally in the center of the space. The last specimen (No. 4) is very nicely treated, although the bold Gothic line is certainly far out of harmony with the balance of the ads, and the sooner we compositors learn to eschew the use of six-point rules in our ads, the sooner will our work become better. In fact, the real artist is the man who can set good ads without the aid of anything but type and white space. In this remark I do not mean to

ED FACKLER'S BIG
Sacrifice Sale of Cloaks!
We have some good cloaks left in the very latest styles of the season and we are going to offer them while they last at prices that will sell them quick. You never saw better values offered. Now is your chance to have a warm, stylish coat for little money.
Beautiful Black, Lustrous, self stripe, Persian Lamb Coat, sale price $11.60
Black Dark blue stripe, silk vel vet collar and trimmings, Kersian gase style wide belt $10 00
Black, silky finish, Persian Lamb coat, sale price $9 90
Fine, black broadcloth, full satin lined, sale price $9.50
Fine, all wool Boucle Cheviot plaid cape coat, sale price $14 00
Black, blue and red Beaverettes, sale price $1 49
Silky finish, Zibeleen, colors, blue and orange, sale price $10 50
Child's Grey Astrakan coat, sale price $1 25
25 per cent off on all Girls Coats
Fine Seal Plush, Lustrous and silky finish, Popular round collar, deep turned back cuffs, ornamented plush frog fasteners, full satin lined coat, sale price $18.00
Our Misses and Ladies new Plaid Coats go at these sale prices. We cannot describe them all so come in and see the big values we are offering
We have a few last season's cloaks on hand and offer them at ONE-HALF price. There are some good bargains for you here in cloaks and we want you to come in and take advantage of this special sale.

No. 4

exclude borders, for, in my opinion, advertisements, like pictures, are improved by frames.

✧ ✧

O. Byron Copper, DeSoto, Wis.

My Dear Sir and Brother:—I sent you, under separate cover yesterday, a few samples of the work which I have just gotten out, and a small slip showing the contents of the office only. I do not know whether they are worth reproducing or not, but I would rather like to have your opinion on them and the probable cost of same. The Thanksgiving bill I printed 2,500 and the other two 1,000 each.

I like to get the National Printer-Journalist, and think it one of the very best printer's journals in the world. The editor gave the State Press of Nebraska a mighty good write-up in its August number and the boys ought to have secured a goodly number of the copies of that issue.

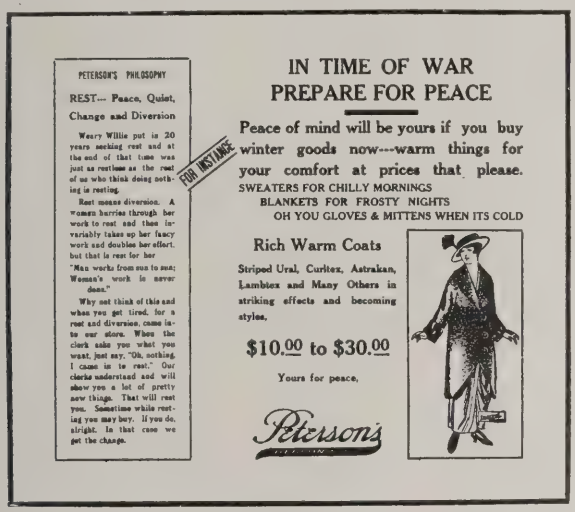
Would be pleased to have your opinion of the enclosed ad. What do you think of the reading matter and the display? Not so much the make-up, but I would particularly like to know what you think of the stuff composing the ad.

With best regards and wishes for your success, I beg to remain,

Very truly yours,
HENRY ALLEN BRAINERD.

This welcome contribution from Brother Brainerd consists of two huge advertisements, or bills, a two-page supplement from the Hebron Champion of July 3, an illustrated inventory of the Champion shop, a copy of Peterson's Monthly Store News, a house organ, and an advertisement for the same live firm. From this description alone it is readily seen that this is an interesting budget of stuff. Considering

the two mammoth posters first, I find them creditable for work of their scale. They are doubtless not remarkable for artistic merit, but they are well displayed, rightly laid out and, withal, serviceable. It would do no good should I venture a guess as to the probable cost of these bills. Guessing at the cost of print-shop products is an obsolete practice. Every live printer nowadays has a cost system and thereby knows what things cost. I could, of course, calculate the probable cost of the production of these sheets, supposing that they were produced under certain imaginary conditions; but this would not benefit my correspondent. I believe all cost experts agree that the cost of production, especially of big jobs entailing much composition, varies according to conditions under which they are produced. The two-page supplement referred to in the list above consists


PETERSON'S PHILOSOPHY

REST— Peace, Quiet, Change and Diversion

Weary Willie put in 20 years seeking rest and at the end of that time was just as restless as the rest of us who think doing nothing is resting.

Rest means diversion. A woman hurries through her work to rest and then invariably takes up her fancy work and doubles her effort, but that is rest for her "Man works from sun to sun; Woman's work is never done."

Why not think of this and when you get tired, for a rest and diversion, come into our store. When the clerk asks you what you want, just say, "Oh, nothing, I came in to rest." Our clerks understand and will show you a lot of pretty new things. That will rest you. Sometime while resting you may buy. If you do, alright. In that case we get the change.

FOR INSTANCE

IN TIME OF WAR
PREPARE FOR PEACE

Peace of mind will be yours if you buy winter goods now---warm things for your comfort at prices that please.

SWEATERS FOR CHILLY MORNINGS
BLANKETS FOR FROSTY NIGHTS
OH YOU GLOVES & MITTENS WHEN ITS COLD

Rich Warm Coats

Striped Ural, Curltex, Astrakan, Lambtex and Many Others in striking effects and becoming styles,

$10.00 to $30.00

Yours for peace,

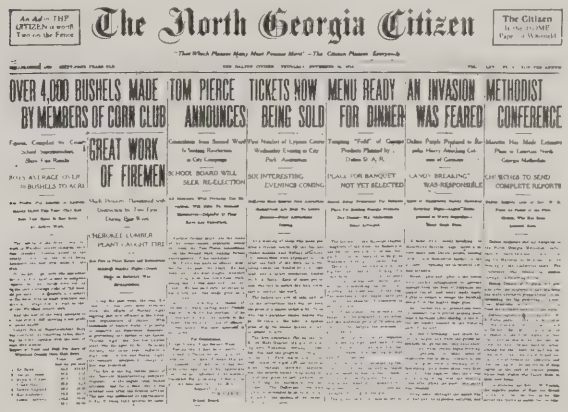
Peterson's

No. 5

of a complete resume of the proceedings of the forty-second annual meeting of the Nebraska state press association, written by Henry Allen Brainerd himself, who is the popular president of that worthy organization. I haven't had the time, of course, to read all of this lengthy account, but the few paragraphs which I have read are sufficient to convince me of the whole story's merit. The slip on which is printed a halftone cut of the Champion home and a complete inventory of the shop's equipment is convincing evidence that Brother Brainerd has a well-equipped office, which represents the accumulation of thirty years of service as the maker of Hebron's home paper. Not less interesting is the Monthly Store News, a four-column folio, replete with ads for Peterson's store and just enough reading matter to make the little sheet a welcome visitor to local homes. The work on this little paper, which is a product of the Champion shop, of course, is all creditable. I would like to reproduce the advertisement last referred to by Brother Brainerd in his letter quoted above, but this proof is on a color of paper which may not admit of photography. The ad is also for Peterson's, and it is not only very cleverly worded, but also nicely composed. (Exhibit 5.)

✧ ✧

I have to thank Brothers Shope and McCamy for another copy of their excellent North Georgia Citizen, which I have been moved to praise with considerable eloquence on two or three former occasions, and which has lately been elected one of the fifty-two best home newspapers in the United States, through the movement started by Prof. Eric W. Allen of the school of journalism of the University of Oregon. All who have had the privilege of examining this fine, big paper will readily concede that this is a well merited honor. In point of news service few home weeklies are better than the Citizen, and its editorial page is one of the most


An Ad— THE CITIZEN is still Two on the Fence

The North Georgia Citizen

The Citizen is the SAME Page a Week Ago

OVER 4,000 BUSHELS MADE BY MEMBERS OF CORN CLUB

GREAT WORK OF FIREMEN

TOM PIERCE ANNOUNCES

TICKETS NOW BEING SOLD

MENU READY FOR DINNER

AN INVASION WAS FEARED

METHODIST CONFERENCE

No. 6

attractive and interesting I have ever seen in newspapers of its class. It is a seven-column quarto, all home-printed, and each page is made up with care, precision and sanity, contents are correctly classified and high standards are maintained in every department. In Exhibit 6 it affords me pleasure to present a miniature picture of the upper part of the front page of the Citizen, for the improvement of the appearance of which I would suggest opening only each alternate column top with a displayed head. Or, suppose two double column headings were run in the two outer columns on each side, and a single column head at the top of the central column, with similar heads dropped at certain corresponding points of balance further down in the page in the alternate columns, I am sure the effect would be less stiff and more pleasing from an artistic point of view. I cannot pass

this specimen without calling especial attention to that bright little squib in the panel to the left of the title, which reads, "An ad in the Citizen is worth two on the fence."

✧ ✧

And here's another newspaper that ought to be on Brother Eric W. Allen's list of the best, and this is the Pope County Times, by Fowler & Metcalf, of Glenwood, Minn. The Metcalf in the firm is my good friend, Herbert J., one of the cleverest newspaper-makers in the game, he of the poetical mind and facile pen. Exhibit 7 is the first page of this fine sheet, which ran

A NEWSPAPER DEVOTED TO ALL OF THE PEOPLE ALL OF THE TIME

12 Pages **The Pope County Times** 12 Pages

Entered at the Post Office at Glenwood Minnesota, as Second Class Mail Matter

Vol. I. No. 21 GLENWOOD, POPE COUNTY, MINN., WEDNESDAY, DECEMBER 9, 1914 $1.50 a Year

West Central Development Association Plan Great Things

How The State of Minnesota Feeds Its Public Charges

The Home-Patron's Creed.

No. 7

along about Christmas time all the way from twelve to sixteen home-printed pages per issue. In the issue of December 2 was a four-page advertisement—not four full-page ads, but an actual four-page ad—and it was particularly well handled, too, as all of the displayed portions of the Times are. An inspection of the pages of this sheet leaves no doubt that it emanates from a shop of first-class, modern equipment, including an Intertype, hence the mechanical work is always high grade, as it should be to be in keeping with the editorial work and contents generally.

✧ ✧

Now, if Prof. Allen had consulted the editor of the Oakdale (Pa.) Times, when he was making up his late list of "best country newspapers," the Lawrenceburg (Ind.) Press would have gotten a vote, for in a recent issue of his paper the Oakdale editor pays the Lawrenceburg sheet the fine compliment of being the best newspaper in the United States. He says further: "The editor (of the Lawrenceburg (Ind.) Press) is a man of literary ability, a philosopher, and all that a country newspaper man should be; and his paper is the best balanced between news and literature, and best printed, that comes to this office." Now this department, too, has long been a regular recipient of the Lawrenceburg Press, and the while a sincere admirer of its excellence. All that this Pennsylvania editor has said, particularly

THE LAWRENCEBURG PRESS

VOL. LXV. NO. 48 LAWRENCEBURG, INDIANA, THURSDAY, NOVEMBER 26, 1914 $1.50 A YEAR

BELGIAN RELIEF

SERVICE TO HUMANITY

TRADE AT HOME

BUY RED CROSS SEALS

CHURCH NOTES

No. 8

with reference to the Lawrenceburg editor's abilities, is easily understood and appreciated. William G. Glover is editor and publisher of the Lawrenceburg Press, but I surmise that E. S. Smashey, a former publisher of the sheet, is guilty of many of the rare bits of philosophy and literature which are so often in evidence in its columns. There is an evident improvement in the mechanical make-up of this paper, a part of a recent front page of which is shown as Exhibit 8. One noticeable characteristic of the Press is its careful covering of all local church news—and, forsooth, what is more important or of more interest to readers?

✧ ✧

Last November the Herald-Progress, that bright, all-home-print, six-column quarto of Sumner, Miss., which I have so long admired and so often mentioned in these columns, installed a modern typesetting machine, and the reproduction of the first page (Exhibit No. 9) which accompanies this paragraph, shows how Publisher A. Leland Whitten and Editor Carlton M. Brosius heralded the glad tidings of their progress to their readers. When one takes into

consideration the fact that the Herald-Progress is printed and published in a little Southern village of approximately 600 people, the fact of the installation of a Linotype becomes of remarkable consequence. The columns of the

The Herald-Progress.

SUMNER, TALLAHATCHIE COUNTY, MISS., THURSDAY, NOVEMBER 12, 1914. Whole No. 332

The News at Webb.

THE HERALD-PROGRESS ADDS LINOTYPE TO ITS EQUIPMENT

Increased Facilities Made Necessary by Steady Increase in Volume of Business Handled by Office.

The News at Tutwiler.

Items of General Interest.

No. 9

paper show that Sumner is a town worthy of the excellent kind of paper Brothers Whitten and Brosius are giving it, and here's my heartiest congratulations for all concerned.

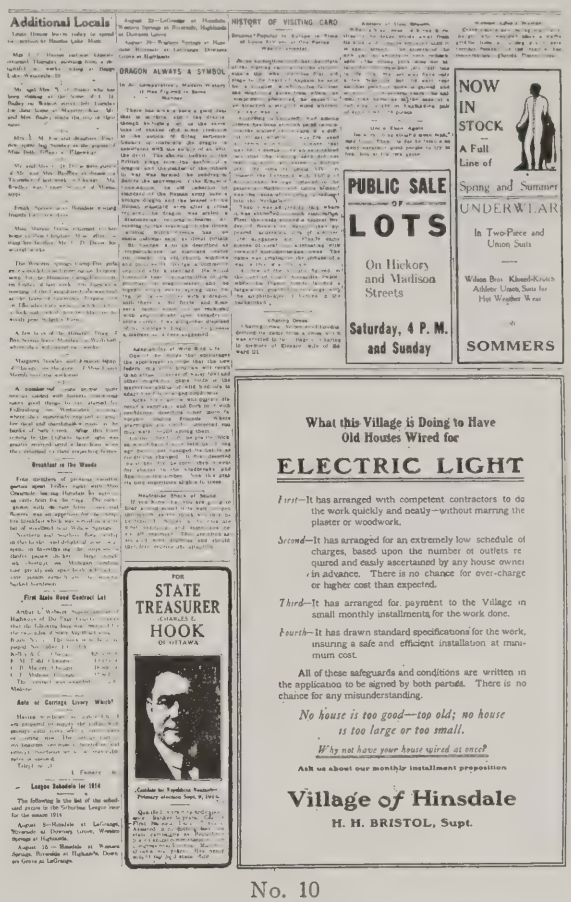
✧ ✧

Have just finished looking over a couple of late copies of the East Washingtonian, Pomeroy, Wash., that excellent sheet by McClurg & Getz, which I recommended to Prof. Allen of the Oregon School of Journalism, as possibly the best country weekly in the United States—and, after having again carefully looked the Washingtonian over, as I said, I can find no reason to regret my former judgment. It is truly a most excellent home newspaper.

✧ ✧

If there's a Wisconsin weekly worthy of a place in Eric Allen's list of the best American country newspapers, it's the Chilton Times, than which, in point of editorial work, news-service, typography, mechanical make-up, advertisement composition and presswork, there are few so good and certainly none (in the state, at least) better.

Exhibit No. 10 shows how admirably the make-up man on the Hinsdale (Ill.) Doings


Additional Locals

HISTORY OF VISITING CARD

DRAGON ALWAYS A SYMBOL

NOW IN STOCK A Full Line of Spring and Summer UNDERWEAR In Two-Piece and Union Suits

Wilson Bros Kleed-Kraft Athlete Union Suits for Hot Weather Wear

SOMMERS

PUBLIC SALE OF LOTS

On Hickory and Madison Streets

Saturday, 4 P. M. and Sunday

FOR STATE TREASURER CHARLES E. HOOK OF OTTAWA

What this Village is Doing to Have Old Houses Wired for

ELECTRIC LIGHT

First—It has arranged with competent contractors to do the work quickly and neatly—without marring the plaster or woodwork.

Second—It has arranged for an extremely low schedule of charges, based upon the number of outlets required and easily ascertained by any house owner in advance. There is no chance for over-charge or higher cost than expected.

Third—It has arranged for payment to the Village in small monthly installments for the work done.

Fourth—It has drawn standard specifications for the work, insuring a safe and efficient installation at minimum cost.

All of these safeguards and conditions are written in the application to be signed by both parties. There is no chance for any misunderstanding.

No house is too good—too old; no house is too large or too small.

Why not have your house wired at once?

Ask us about our monthly installment proposition

Village of Hinsdale

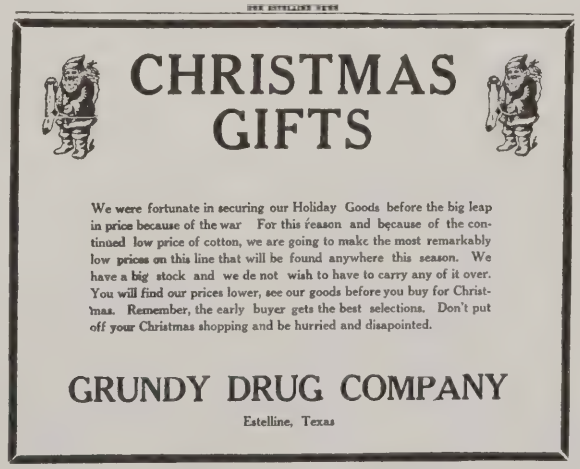
H. H. BRISTOL, Supt.

No. 10

catches and lives up to this department's ideal method of mechanical make-up of a newspaper page, and at the same time serves as an excellent demonstration for the benefit of others of the craft.

✧ ✧

Elsewhere in this installment I mentioned the fact that today the real art compositor is


CHRISTMAS GIFTS

We were fortunate in securing our Holiday Goods before the big leap in price because of the war For this reason and because of the continued low price of cotton, we are going to make the most remarkably low prices on this line that will be found anywhere this season. We have a big stock and we do not wish to have to carry any of it over. You will find our prices lower, see our goods before you buy for Christmas. Remember, the early buyer gets the best selections. Don't put off your Christmas shopping and be hurried and disapointed.

GRUNDY DRUG COMPANY

Estelline, Texas

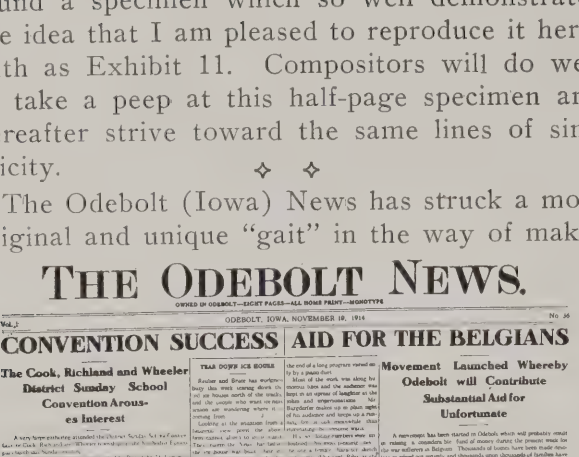
No. 11

he who can create pleasing ads out of plain type and white space, and here in the Estelline (Texas) News (that fine little sheet with an editorial department, by Jerry Dalton) I have

found a specimen which so well demonstrates the idea that I am pleased to reproduce it herewith as Exhibit 11. Compositors will do well to take a peep at this half-page specimen and hereafter strive toward the same lines of simplicity.

✧ ✧

The Odebolt (Iowa) News has struck a most original and unique "gait" in the way of make-


THE ODEBOLT NEWS.

OWNED BY ODEBOLT—EIGHT PAGES—ALL HOME PRINT—MONOTYPE

ODEBOLT, IOWA, NOVEMBER 19, 1914

CONVENTION SUCCESS

The Cook, Richland and Wheeler District Sunday School Convention Aroused Interest

AID FOR THE BELGIANS

Movement Launched Whereby Odebolt will Contribute Substantial Aid for Unfortunate

No. 12

up of their first page, as illustrated by the three half-page reproductions presented along with

About Thirty More Families will Read the News This Week. Many of Them will Read No Other Odebolt Newspaper

THE ODEBOLT NEWS.

OWNED BY ODEBOLT—EIGHT PAGES—ALL HOME PRINT—MONOTYPE

ODEBOLT, IOWA, OCTOBER 29, 1914

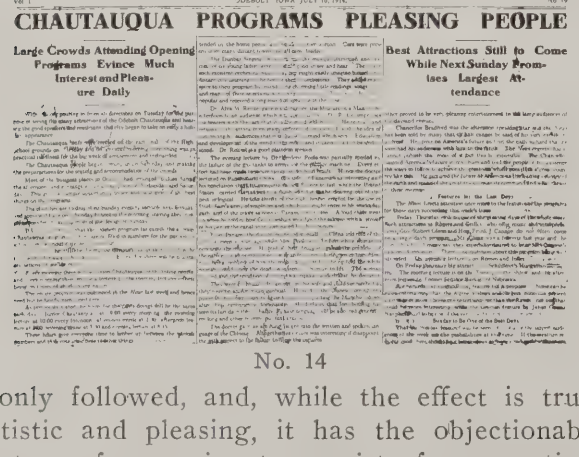
REPUBLICANS BEATEN? STEARNS THE WINNER

Cummins, Clarke and Scott are Evidently Up Against Battle for Their Political Lives

Wrestling Contest Goes to Local After Three Fast Bouts and Another Match is Likely

No. 13

this paragraph. The scheme seen in the first two examples (Exhibits 12 and 13) is most com-


The News is Odebolt's Chautauqua Booster Read Saunterings Sim's Sizzler in the Cool of the Evening It's 'hot.'

THE ODEBOLT NEWS.

OWNED IN ODEBOLT—EIGHT PAGES—ALL HOME PRINT—MONOTYPE

ODEBOLT IOWA JULY 16, 1914

CHAUTAUQUA PROGRAMS PLEASING PEOPLE

Large Crowds Attending Opening Programs Evince Much Interest and Pleasure Daily

Best Attractions Still to Come While Next Sunday Promises Largest Attendance

No. 14

monly followed, and, while the effect is truly artistic and pleasing, it has the objectionable feature of appearing to consist of one continuous line clear across the page top, which is really the case in the third example as shown in Exhibit 14. A nonpareil ornament or cap O used as a corner-piece at the top of each of the two column rules is a detail which, if attended to will impart a finished effect for close observers. The News is monotyped.

✧ ✧

And speaking of really excellent home newspapers, I don't know where one could find a better one than the Iron River-Stambaugh (Mich.) Reporter, a copy of which has been

IRON RIVER-STAMBAUGH REPORTER

VOL. XXX IRON RIVER, MICHIGAN, FRIDAY AFTERNOON SEPTEMBER 18, 1914 NUMBER 3

GERMANS HALT AND MAKE NEW ASSAULT

DECISIVE FIGHT MAY BE ON

STATE GAME LAWS HELD IN CONTEMPT

FISH DYNAMITING IS COMMON

IRON RIVER WILL HAVE MARKET DAY SEPT 26

NORTHWESTERN OCCUPIES ITS FINE $30,000 STATION

BANK STATEMENTS SHOW GOOD, HEALTHY BUSINESS

BIG FETE TO OPEN STREET CAR LINE

PROGRAM FOR JOLLIFICATION

No. 15

here with me for several months, awaiting such time as inspiration and opportunity moved me to mention it. The front page reproduced herewith (Exhibit 15) will give some idea of the perfection of the Reporter's typography—and it is a pleasure to vouch for the fact that every other feature is right up to the same eminent standard. This copy at hand is a September issue and consists of sixteen home-printed pages, many of them filled with liberal displayed spaces, among which is the remarkably well handled double-pager, shown as Exhibit 16. It isn't often one sees so gigantic a specimen so neatly composed. This sheet's press-work is excellent, too.

A distinctive sheet is this Waldo County Herald of Belfast, Maine, which somehow or other found its way to my desk this month. It is a

five-column, sixteen-page journal, being more like a magazine in appearance than a newspaper, but very much a newspaper in fact, for

Ten Extra WANTED Salespeople
SACRIFICED!
STORE CLOSED THURSDAY AND TUESDAY
SALE STARTS WEDNESDAY SEPT 23 AT 9 A. M.
D. CANNON'S ENTIRE STOCK IN THE HANDS OF THE MACOMBER SALES CO.
SALE WILL START WEDNESDAY SEPT. 23
COST FORGOTTEN PROFIT IGNORED
AT THE MAMMOTH
FURNITURE SALE
Parlor Suit Bargains
$36.85 $42.85 $78.00
$4.98
$18.89
Quick Sale of Fine China Closets and Buffets
Dressers and Chiffoniers
Framed Pictures
Open Every Evening Until 8:30
Men's, Women's and Children's Furnishings
HARDWARE and GRANITEWARE
Chinaware and Aluminum Goods
SAVINGS BANK STORE
MRS. D. CANNON, Prop.
CRYSTAL FALLS, MICH.

No. 16

its news-service is first-class. Typography and presswork are good and editorial work of a high grade.

✧ ✧

Regular readers of this department of the National Printer-Journalist may possibly remember that some time ago I announced herein that Brother E. R. Adamson of the Belleville (Wis.) Recorder, had started a scheme which he hoped to terminate with the purchase of a Linotype. Well, the scheme turned out just as Brother Adamson wanted it to, and as I was sure it would—he got his machine—a fact which, by the way, I may have mentioned before. And so the sequel is, the Recorder is today an up-to-date little paper in the method of its straight-matter composition as well as in other respects. Seeing so many type-setting machines being installed in small village newspaper offices moves me to predict that within a few years the weekly office setting its type by the slow hand method will be as much of a rarity as a hand-setting daily office is today. We didn't think that a few years ago; but these are days of great advancement, especially for newspaper-makers.

LOUIS DODGE APPOINTED LITERARY AND MUSICAL EDITOR OF THE ST. LOUIS REPUBLIC

St. Louis, December 22, 1914.

Mr. B. B. Herbert, National Printer-Journalist, 4618 Ravenswood Park, Chicago, Illinois.

Dear Mr. Herbert:—We have pleasure in announcing the appointment of Mr. Louis Dodge as Literary and Musical Editor of the St. Louis Republic.

Mr. Dodge has achieved considerable prominence in the West as a book critic. For six years he was in charge of the book review department of the Globe-Democrat and for five years was literary editor of the Times. His work has proved that he is a man of high literary attainment and discernment.

Very sincerely yours,
BRENT WILLIAMS,
Publicity Department.

Mr. Dodge's work is characterized for intelligence, cleanness and sincerity. He long ago won the regard of the people of Missouri and the Southwest. Mr. Dodge finds himself in full sympathy with the constructive policies of The Republic. He is presented to the readers of the Republic in full confidence that his literary criticisms will have behind them an articulate "body of doctrine" and that his musical work will not only apply the acid of a just criticism but will be found constructively helpful to such public-spirited organizations as the Symphony Society, the Grand Opera Committee and the Pageant Chorus of St. Louis.

✖ ✖ ✖

EDITOR DEPRIVED OF LIBERTY "WITHOUT DUE PROCESS OF LAW," RELEASED.

Judge A. B. Anderson of the federal court in Indianapolis, recently has released Charles Clogston, editor of the Terre Haute Post, who had been fined and jailed for contempt of court for printing an article criticising the Vigo county grand jury while investigating alleged election frauds and threatening to proceed against the officers of the state court if they molested him.

Clogston was summoned before the state court and fined and sent to jail for ten days and denied the right to present testimony or argue the case or to take an appeal. Judge Anderson issued a writ of habeas corpus and the editor was produced in court.

After hearing the evidence Judge Anderson declared that Clogston had been deprived of his liberty without due process of law and ordered his release.

✖ ✖ ✖

THE OLDEST PAPER

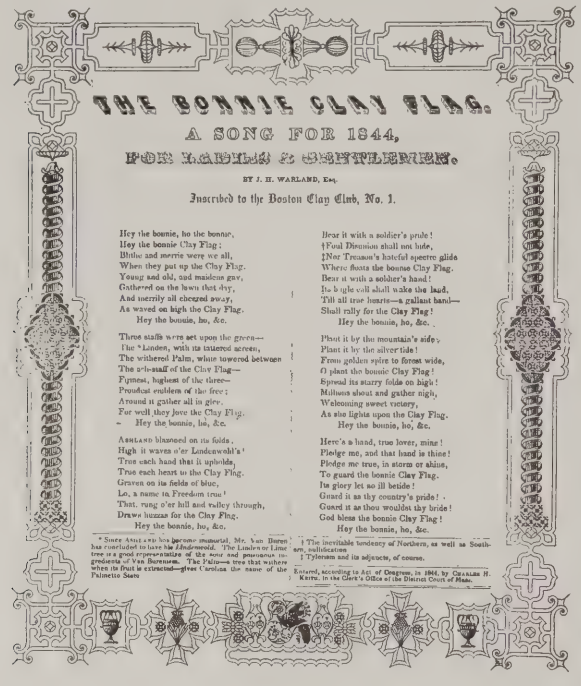
The Hartford, Conn., Courant is the oldest newspaper in the United States, that has maintained its original name, and continuous identity.

For a century and a half it has chronicled all the important events in the history of this country, from the formation of the United States down to the latest news of the day. In its long and honorable career it has been noted as well for the able men who have conducted it as for the high ideals it has always maintained. It is clean, conservative and able. The present editor of the Courant is Charles Hopkins Clark, a worthy successor to Charles D. Warner, George D. Curtis and other notable men who have edited the paper.

IS HE THE OLDEST PRINTER?

An Interesting Sample of 1844 Printing

Dr. Loomis P. Haskell, of Chicago, Ill., is probably the oldest practicing dentist in the United States. When a boy of 15, in 1841, he entered a printing office in Boston as an apprentice, to remain until 21, had not a brother-in-law, four years later, wished him to take up dentistry. He became quite proficient as a compositor, learning also press-work, casting the composition rollers, etc. In late years he has occasionally stepped into a printing-office and found that he could set type with almost as much facility as when he quit.



THE BONNIE CLAY FLAG.

A SONG FOR 1844,

FOR LADIES & GENTLEMEN.

BY J. H. WARLAND, Esq.

Inscribed to the Boston Clay Club, No. 1.

Hey the bonnie, ho the bonnie,
Hey the bonnie Clay Flag:
Blithe and merrie were we all,
When they put up the Clay Flag.
Young and old, and maidens gay,
Gathered on the lawn that day,
And merrily all cheered away,
As waved on high the Clay Flag.
Hey the bonnie, ho, &c.

Three staffs were set upon the green—
The *Linden, with its tattered screen,
The withered Palm, white towered between
The pole-staff of the Clay Flag—
Fymest, highest of the three—
Proudest emblem of the free;
Around it gather all in glee,
For well they love the Clay Flag.
Hey the bonnie, ho, &c.

Ashland blazoned on its folds,
High it waves o'er Lindenwald's!
True each hand that it upholds,
True each heart to the Clay Flag.
Graven on its fields of blue,
Lo, a name to Freedom true!
That, rung o'er hill and valley through,
Draws huzzas for the Clay Flag.
Hey the bonnie, ho, &c.

Hear it with a soldier's pride!
†Foul Dissension shall not hide,
‡Nor Treason's hateful spectre glide
Where floats the bonnie Clay Flag.
Bear it with a soldier's hand!
Its light will shall wake the land,
Till all true hearts—a gallant band—
Shall rally for the Clay Flag!
Hey the bonnie, ho, &c.

Pivot it by the mountain's side,
Plant it by the silver tide!
From golden spire to forest wide,
O plant the bonnie Clay Flag!
Spread its starry folds on high!
Millions shout and gather nigh,
Welcoming sweet victory,
As she lights upon the Clay Flag.
Hey the bonnie, ho, &c.

Here's a hand, true lover, mine!
Pledge me, and that hand is thine!
Pledge me true, in storm or shine,
To guard the bonnie Clay Flag.
Its glory let no ill betide!
Guard it as thy country's pride!
Guard it as thou wouldst thy bride!
God bless the bonnie Clay Flag!
Hey the bonnie, ho, &c.

* Since Ashland has become immortal, Mr. Van Buren has concluded to have his *Lindenwald. The Linden or Lime tree is a good representative of the sour and pomonous ingredients of Van Burenism. The Palm—a tree that withers when its fruit is extricted—after Carolina the name of the Palmetto State

† The inevitable tendency of Northern, as well as Southern, nullification

‡ Tyleism and its adjuncts, of course.

Entered, according to Act of Congress, in 1844, by Charles H. Keene, in the Clerk's Office of the District Court of Mass.

A Specimen of 1844 Printing

The reprint of a Henry Clay song, when Clay was candidate for the Presidency, he printed on the old-time hand-press.

The handsome border is a combination border, pieces "em" size, with ornaments. The work can't be duplicated today.

In those days were cast many fonts of ornamental type which are not made today. He has a concert program printed in 1842, containing thirteen fonts of handsome ornamental type, the like of which has not been seen in fifty years.

He would be pleased to know if there is any other printer in this country who set type seventy-four years ago?

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS FOR AN INITIAL PAYMENT OF $250

Wood & Nathan Company, selling agent of the Standard High-Speed Automatic Job Press is selling this phenomenal money-maker for an initial payment of only $250 and on exceedingly liberal terms to responsible printers. Their announcement appears on another page of this issue. The terms upon which this press can be purchased and its extraordinary profit-giving possibilities should interest every printer having 3 or more job presses. Full particulars may be had by addressing Wood & Nathan Company, 30 East 23rd Street, New York.

* * *

EXPLANATORY AS TO INTERNATIONAL TYPE MACHINERY COMPANY

In reference to the application for a receivership for the International Typesetting Machine Company, I would say that the Company is not insolvent, but is suffering from difficulties due to temporary causes which have made a temporary receivership advisable for the protection of all concerned. Since the outbreak of the war the Company has been confronted with a difficult situation. During the past year the Company has sold more than twice as many machines as were sold in any preceding year, and during the past few months has sold more new machines than any other manufacturer. This rapidly increasing sale, however, has produced a shortage of working capital. Twenty percent of its output of machines had previously been exported and sold abroad. The European market had been a cash market, but the American purchasers, on account of the general financial situation, have not been able to pay cash and the Company has been obliged to sell its machines on extended time payments. Such a system necessitates expensive financing, and, for every new machine sold, has depleted the amount of ready working capital, so that the Company finds itself temporarily unable to meet its current obligations. By the intervention of a receivership, it is expected that all its difficulties can be successfully met, and its business placed in a strong position. The Company is in the hands of a few men of large resources, who are prepared to give it the necessary financial backing.

HERMAN RIDDER, President.

WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment.

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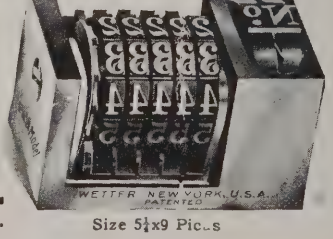

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A NEW BOOK ON COST-FINDING

About a year ago the publishers of The American Printer realized that there was need for a book on the subject of the finding of costs in printing. Much literature had already been issued and many blanks had been published, but the subject had not as yet been treated in the practical, instructive and interesting manner necessary to enable printers generally to understand the true meaning of cost-finding and the way in which the science could be applied to their business. A. E. Davis, who has been in close touch with the work of cost-finding since the beginning of the propaganda here in America, was commissioned to prepare the volume. His work has been completed, the book has been bound, and copies are now on hand for the filling of orders.

A feature of the volume is the showing of cost-finding and other blanks in large size. These blanks include an equipment inventory in two sizes, a stock ticket, job instructor, daily time tickets, estimate blank, daily summaries, monthly summaries, statement of output, statement of profit and loss, job record of costs, and the most important and essential blank, monthly cost of production, the last-mentioned containing figures showing the manner in which the blank is used.

There are twelve chapters as follows: "Why Every Printer Should Use a Cost System," "The Principles of the Standard Cost System," "Application of Principles and the Inventory," "The Job Record," "The Job Instructor, and the Stock Ticket," "Estimating, and the Estimating Blank," "Time-Keeping, and the Daily Time Tickets," "Productive and Non-Productive Time," "Daily and Monthly Summaries," "The Monthly Statement of Cost," "General Information" and "Analyzing Unsatisfactory Jobs."

The book is based on the standard cost system as adopted officially by the United Typothetae and Franklin Clubs of America and state associations and cost congresses. In referring to the principles of the standard cost system, the author says:

"To begin with, I want to say that the standard cost-finding system of the United Typothetae is the least complicated as well as the most accurate of printers' cost system. Based on a few principles so clear and logical that they may be said to be self-evident, it is at once so simple that the merest tyro can understand it, and so elastic that it is perfectly adapted to the needs of plants of any size, from the largest to the smallest, and also to the plant doing a special line of work. With it the transactions of any department may be subdivided and analyzed to hair-splitting nicety, if one cares to do that; or, if one prefers, the system will show as readily only the more important facts of cost-finding."

This is a book for the business printer, and it should be read from beginning to end. As cost-finding has been recognized as essential in the proper conduct of a printing establishment today, the business library of every printer should include this volume. It sells for one dollar and fifty cents and is published by the Oswald Publishing Company, 25 City Hall Place, New York.

⌘ ⌘ ⌘

The International Typesetting Machine Company is sending out a new 128-page specimen book of Intertype matrices. The matrix department of the Intertype factory has been adding a large number of new faces to its stock during the past few months, with the result that the Company is now in a position to supply all of the popular newspaper, book and job faces used in this country. The Company absolutely guarantees all Intertype matrices to be perfectly interchangeable with any other matrices furnished for line-casting machines. In addition to considerably more than one hundred English faces, the new specimen book contains samples of a number of German, Russian and Hebrew matrices. Accents for twenty-four other languages can be supplied with any face. Among other foreign faces produced since the specimen book went to press are series of Korean and Arabic. Neither of these faces has ever before been cut in matrices for line-casting machines. All matrices sold by the Intertype manufacturers are two-letter, excepting a few well selected newspaper faces and a substantial variety of headletter and large advertising figure matrices. The new book contains 184 specimens of border matrices and slides. Copies can be secured from the International Typesetting Machine Company, foot of Montague Street, Brooklyn, N. Y., or through any of its United States or foreign agents.

⌘ ⌘ ⌘

THE AMERICAN NEWSPAPER ANNUAL AND DIRECTORY FOR 1915

The forty-seventh year of continuous publication brings the 1915 edition of this comprehensive review of the newspaper and magazine field. The book is full of valuable information for the publishers of this country and for all those who deal with them. The facts and figures pertaining to each of the 24,724 publications listed are presented in a most complete, yet condensed and get-at-able form.

As always, special attention has been given to the important matter of circulation figures.

Supplementary to the general catalogue are 222 classified lists, including dailies, magazines, women's, mail-order, agricultural, religious, and the various trade and class publications, each class listed under a separate head.

This useful feature of the book is kept fully abreast of the times, as is indicated by some of its lists: Aeronautics, Moving Pictures, Esperanto, Woman Suffrage and Anti-Suffrage.

An especially valuable feature is the vast amount of up-to-date gazetteer information, showing the latest population figures, and the transportation, banking and other facilities of every town, to the number of nearly twelve thousand, in which a newspaper is published, together with the leading industries, productions and other noteworthy features of the place and its vicinity. This descriptive matter is supplemented by a specially prepared map of each state, showing practically every newspaper town. Convenience and conciseness have been studied throughout, and the book places at the disposal of publishers, of advertisers, of business men, of students, librarians, etc., a vast amount of fresh information not to be procured elsewhere.

The Annual and Directory is now the only publication of its kind which is compiled from information gathered with such thoroughness each year from original sources. Mr. George P. Rowell was the first to compile such a work, and for many years he issued the American Newspaper Directory. Following his death, the Directory, with its records, copyrights and property, was sold to N. W. Ayer & Son, who combined it with their Annual.

1282 pages, royal octavo, cloth, $5.00 net, carriage extra. Published by N. W. Ayer & Son, Advertising Agents, Philadelphia.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—AT BARGAIN—New Monona Leverless Type A, receding bed press for newspaper and poster work. For price and description, address Wisconsin Foundry and Machine Co., Madison, Wis.

WEEKLIES—You need the Foster Service, designed by and for weeklies only; hundreds of publishers now using it; $3 a year; four months' trial for $1; money back if wanted.—Foster Service, Assumption, Ill. tf

FOR SALE—ONE HARRIS TWO-COLOR PRINTing Press. Will print sheet 28 x 42 and produce 5,000 per hour. Has been used only five months; practically new. An exceptional bargain. Address 82, National Printer-Journalist.

POSTER STAMPS—The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid. STANDARD PUBLICITY SERVICE, 721 Perry Bldg., Philadelphia, Pa.

HOW TO GET PRINTING ORDERS BY MAIL from hundreds of towns; how to force large increase in circulation of any weekly or daily with or without prizes; how to create many pages extra advertising without special editions. Send for free circular. Hollis Corbin, 3975-X Drexel Boulevard, Chicago.

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FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24 28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—Babcock, Two Revolution Press, Bed 32 x 47 inches, Four Form Rollers, Table Distribution, can be shipped at once. WALTER SCOTT & CO., Plainfield, N. J.

TO THE PRINTING TRADE AND ALLIED BRANCHES:

A READER of the weekly *Printing Trade News* once described this publication as follows: "A weekly trade journal noted for its quality of being strictly 'in', not over, the trade it serves."

In size it is from 64 to 68 pages weekly, and the contents are well balanced.

Its service for printers includes thorough news reports from twenty-two paid correspondents located in different sections of the country, and special articles on *Efficiency, Selling, Cost Finding, Suggestions.* It carries a Fiction Story each week with a business moral. In departments it also gives Recent Patents of Interest to Printers, Legal Decisions, and the following:

For the Platen Press Printers.—A page of editorial matter each week on business subjects and an insert of resets of standard job work entitled "Fashions in Typography."

For the Country Printer-Publisher.—A page each week of editorial matter on business subjects and an insert of "Up-To-Date-Styles in Newspaper Ad Setting."

For the Finders and Rulers.—A page of editorial each week on business subjects and a news department.

For the Electrotypers.—A page of editorial every other week on business subjects, and a news department.

For the Trade Composition Houses.—A page every other week of editorial matter on business subjects, and a news department.

For the Superintendents and Foremen.—A page of news each week of executives in all sections of the country.

Classified Advertisements.—From three to four pages of classified ads are run each issue, and this department is used by the best houses of the country to secure executives, etc.

News departments for Engravers, Lithographers, Supply Houses, and the Order of Pica (Supply Salesmen.)

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$1.20 per doz with extra tongues.

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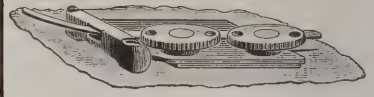

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DOUBLE-GRIP GAUGES
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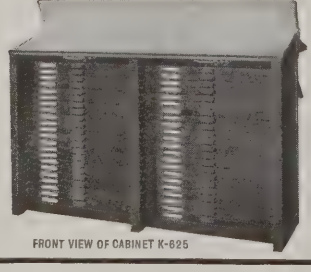

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BACK VIEW OF CABINET K-625

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Lead and Rule Cutters
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Five hundred printers and allied tradesmen in eighty cities have made bigger profits and improved their business since installing **Denham Service.** "Science of Costfinding" sent free to officers of companies. Calls from representatives gladly made without obligations to you.

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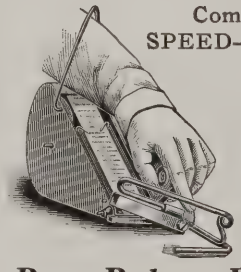

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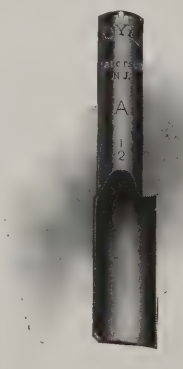

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19x24 Babcock Standard	450	32x46 Potter Country	450
19x25 Cottrell, 2 roller	350	32x47 Cottrell, wire, tape	275
25x26 Babcock Standard	475	32x47 Prouty 6 Quarto	400
24x32 Diamond Hand Power	225	32x47 Campbell, Complete	550
24x32 Diamond Power	300	33x48 Campbell Country	400
26x39 Cranston, tapeless	525	37x52 Potter 7 Quarto	600
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26x32 Babcock Optimus	800	33x46 Cottrell, front delivery	1200
27x40 Swink, 2 roller	1000	36x52 Potter, 4 rol. fr. de.	725
29x41 Miehle No. 4	2000	38x50 Campbell, 4 roller	750
29x43 Campbell, 2 roller	725	39x52 Miehle, 2 rol. fr. de.	1450
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"THE PROFITABLE WAGE"—A New Cost Book.
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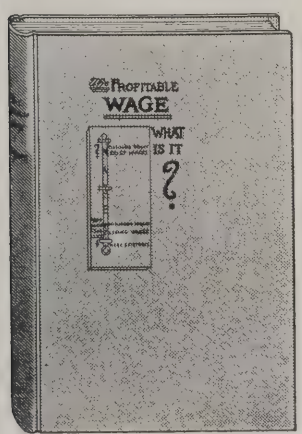

TO ALL COST STUDENTS—You need this new book by Ed. E. Sheasgreen, student of cost and economic questions. A NEW LIGHT on Natural Laws in the Business World,—and on the Wage Question. NEW IDEAS about cost forms. Merle Thorpe, of the Department of Journalism, of the University of Kansas, says: "You have driven a furrow through a pioneer field in bringing attention to the Human Machine." Use the invaluable information it contains. Study your condition by this book. You will know better how to take care of your reports on the income tax law. Order now. Nearly 200 pages, bound in green and white, price $2.00 per copy, postage 10 cents. To foreign countries, $2.50.

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Cost Systems devised and installed for the printing and all lines of industry. Write for references.

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Established in Paris in 1879

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Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

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STATION X, - - - CHICAGO, ILL.

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The compositor, foreman, pressman, advertising man, reporter, the editor, the manager and every man, and woman, on the force who feels that he does not know everything about this immensely interesting vocation, should have three or four of these books in his possession to read and for constant reference.

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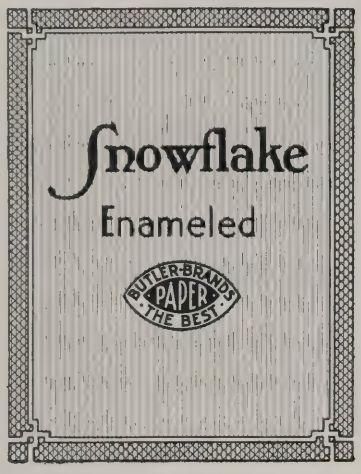

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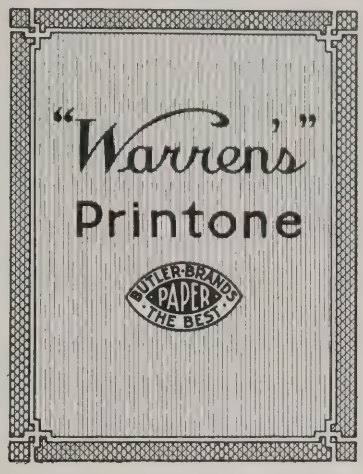

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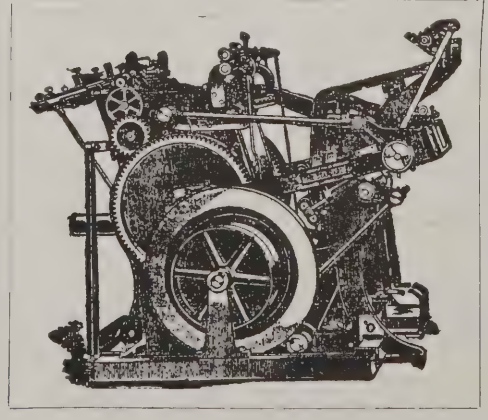

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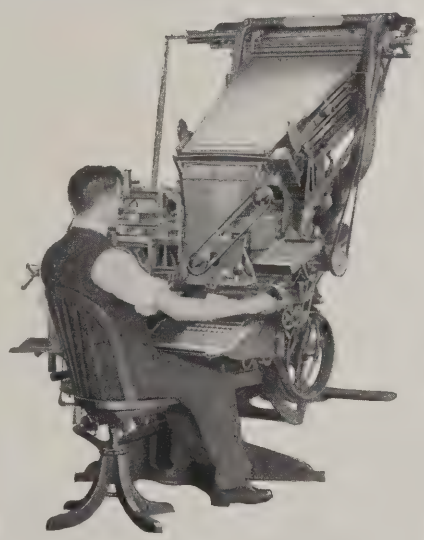

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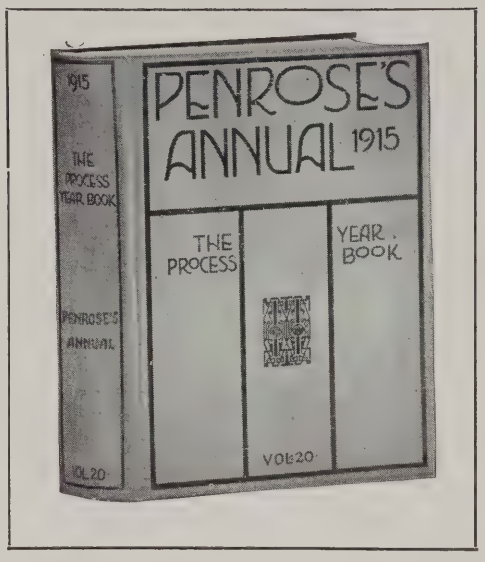

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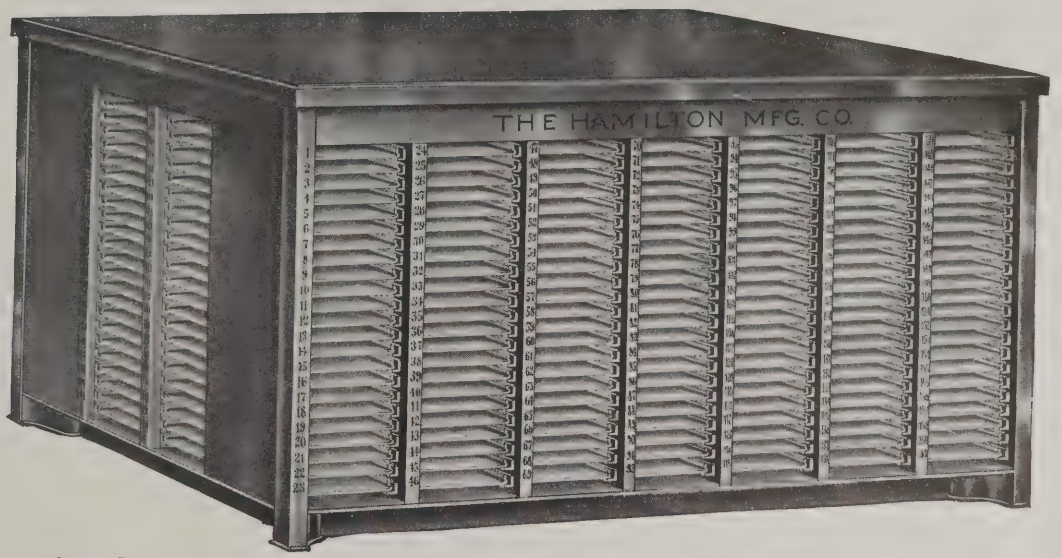

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The installation of a Table such as this means increased efficiency in the composing-room.

These Tables are made in two sizes. There is one just the right size for your plant. Send for more complete information.

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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed *free* to every inquiring printer

STANLEY PROCESS TYPE METALS

are always absolutely homogeneous, as you can readily see by examining a fracture and noting the even texture, tone and color throughout.

Write for letters of commendation we have received from some of the most discriminating publishers in the country.

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Says the Herald-Dispatch, Decatur, Ill.:

"No other inexpensive machine does so much for a Job or Newspaper Plant."

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If you are only using one cylinder and a couple of platens, a Miller equipment will cut your productive costs and increase the output of your presses.

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The Miller is the only "man-size" cutting machine for the composing-room.

MillerSaw Trimmer with Router and Jig-Saw Attachment

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In no phase of the printing game are minutes and seconds more valuable than in the Daily Paper Ad Alley.

The Miller Universal Saw-Trimmer has revolutionized theory, practice and time-honored methods in this department.

Thousands of ads now get into early editions that wouldn't have had a chance to touch elbows with a type-louse before the Miller was installed.

It's the ads that "go to press" that "bring home the bacon."

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The Miller Special-Purpose Saw-Trimmer is the ideal machine for the trade composition shop.

Saws and trims slugs crosswise or lengthwise in one operation.

Miters, and cuts other angles as rapidly and accurately as square cutting.

Leaves no burrs or fins.

Reduces "leaded matter" to "solid" 20 lines per minute.

Speed, capacity, accuracy unequalled.

Increases the capacity of your linotypes 25%.

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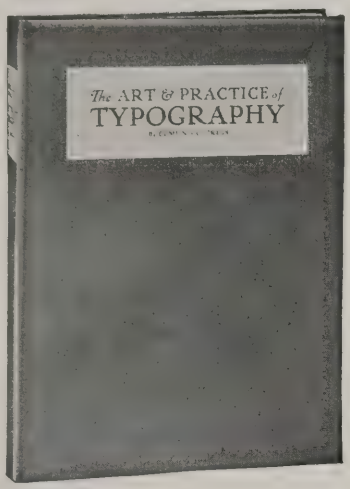

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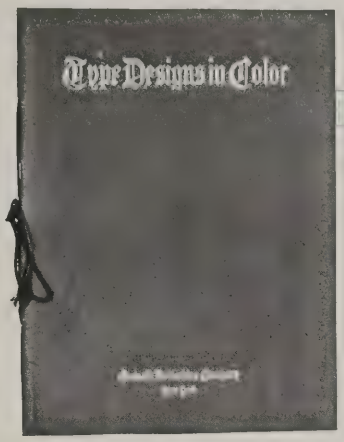

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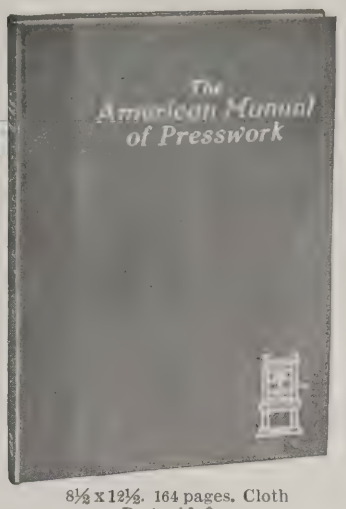

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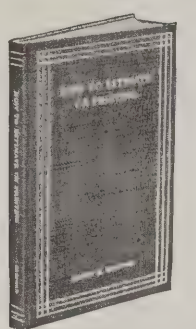

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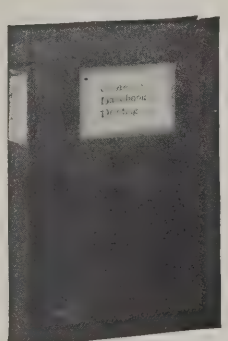

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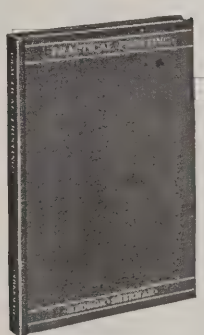

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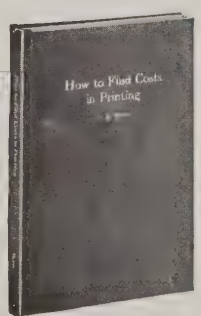

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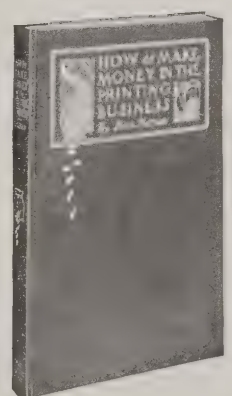

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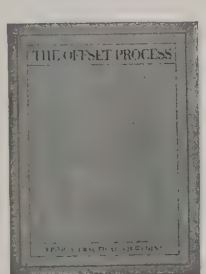

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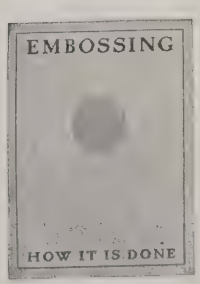

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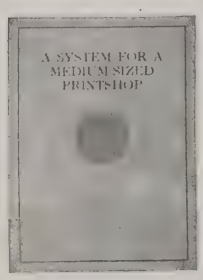

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A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Three | Chicago, February, 1915 | Number Two

Annual Banquet of Alabama's Great Daily

An annual get-together of the members of the force of a newspaper or of a printing establishment, always comes to us with an especial appeal. There is never any lack of human interest, goodwill and kindly animation on the occasion of a reunion of the faithful co-workers in an establishment where the spirit of co-operation and mutual helpfulness and loyal, useful service prevail, as these always should, in a well conducted newspaper establishment, and then, there is generally very much of real usefulness brought out at, and to be learned from such an occasion.

On account of our acquaintance with, and admiration for, the late Major W. W. Screws, the annual banquets of the Montgomery, Alabama, Advertiser, for the past twelve and more years, have had an added interest. The good man has passed away, but the work which he and his co-laborers built up still goes on, with all the heartiness, system and vigor of the years that are gone. That which the noble-minded Major established lives after him, under his faithful co-worker, Mr. Frank P. Glass, President of the Advertiser Company, aided by every one of the officers, editors and other employes.

President Glass at the banquet, this year, made an address suited to the occasion and worthy of himself and of the paper with which, on that occasion, he began his thirtieth year, and for which his love has grown until, as he expressed it, "The Advertiser is the apple of my eye."

Mr. Glass, in his remarks, expressed genuine pride in the fact that there was evident on every hand a magnificent spirit of unity and coöperation among all of the makers of the paper. He paid tribute to his late associate and intimate friend, Major Screws, and spoke a message of cheer for the future and expressed the belief that the worst period of the business depression had passed.

Built Up Organization

He said he had spent the best years of his life building up the powerful organization of the Advertiser, and added that the force secured had the brains, the character, and the industry so necessary in maintaining the organization. His plan had been to pick capable men for heads of departments, and to look to them for results. He had not been disappointed in that theory, for the heads of the departments had secured excellent results, even in depressing times, such as are now upon the country.

Mr. Glass' address was delivered in his happiest vein—forcible, clear and lively—and great applause greeted him at the close of the speech. He was greeted on all occasions as "The Chief."

Mr. Glass stated that whereas one or two other prominent newspapers in the State had found it necessary to reduce salaries and to reduce the number of employes, he was glad to say that the Advertiser was still holding its own. He hoped that the situation would grow no worse during the year, for he should deeply regret to see conditions arise whereby it should become necessary to reduce the income of those who hoped to make the paper, and he should regret still more to be compelled to lose any member of the force from the organization.

Toast to Major Screws

To Major W. W. Screws, the guiding spirit, a prominent figure in the preceding banquets up to a year ago, a silent toast was drunk. After nearly half a century of untiring labor in behalf of his fellow man, he had been gathered to the bourne that knoweth no returning. Special tributes were paid to the characters and worth of Miss Lizzie Simmons and H. Porter Watson, two valued employes of the Advertiser, who were called Home during the past year.

In the serious moments, Captain Will T. Sheehan, Editor of the Advertiser, told of the work that the Advertiser employes are always doing in season and out.

As before indicated, it has been the annual custom for some thirteen years for the employes of the Advertiser to hold a banquet on the first of the New Year,

complimentary to the managers, or "the powers that be." The occasions have constantly grown in interest, and according to the Advertiser's report, this was the most successful, enjoyable and beneficial gathering ever attended by members of the Advertiser force. Every department—business, editorial, mechanical and electrical—joined in the festivities, and there were fully seventy-five workers on this paper to take their seats when Toastmaster Grover C. Hall rapped for order and attention. Every department joined in the festivities in a spirit of good fellowship, loyalty and enthusiasm never before so greatly manifested in the history of this paper. It was a wonderful gathering of camaraderie, and The Baby Advertiser, also an annual institution, levened the whole with that spirit of good-natured fun that delighted everyone.

In this paper the foibles, fancies, and hobbies of every member of the Advertiser staff, from "the boss" to the janitor, are played upon in facetious manner by co-workers, but every line is written without malice and without intent to injure, and The Baby Advertiser becomes a medium of "kidding" when banquet time comes around.

Grover Cleveland Hall, Associate Editor of the Advertiser, selected by his co-workers in advance, was toastmaster, and he acquited himself in a manner that reflected credit upon the ex-President for whom he was named. Many toasts were proposed and many responses made, and through them all ran the spirit of optimism that is characteristic of the true-born American who apparently fails to see danger when he treads the path, content and satisfied with his own ability and initiative to take care of himself and the nation, no matter what happens. Suggestions of hard times were laughed away, and predictions of a greater, better and bigger Nation, State, City, County and Advertiser were the predominant features of a feast that tended to weld more closely the personal friendships of those in the various departments that, in the hurry and scurry of every-day life, fail to get in direct contact with each other.

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TALKING ADVERTISING COPY

Every newspaper should appreciate the fact that advertisers must be educated and that it is profitable for the newspaper to supply the school in its own columns and to keep school open and in session all the year around.

The Age-Herald of Birmingham, Alabama, is as live and progressive as is its city, and in appreciation of what the readers appreciate and the business men need, has arranged for a series of interviews with the successful ad-writers of Birmingham. The first interview of the series is certainly very practical and educative. The introduction gives also a brief statement of the plan that can be made valuable to every newspaper publisher. Here it is:

Naturally the readers of the Age-Herald are just as much interested in its advertising columns as they are in its news columns, and there is a real element of news in the methods by which the ad-writers of Birmingham prepare their advertisements. The Age-Herald proposes to publish a series of interviews with the ad-writers of Birmingham about their work. The first is with Jerome K. Sterne.

"Clever advertising is not necessarily profitable advertising; profitable advertising is a truthful statement of matters concerning a business when the statement is news."

Briefly stated, thus Jerome K. Sterne, advertising manager of Loveman, Joseph & Loeb, and one of the best known advertising men in this section, gives his belief as to what constitutes good advertising.

Don't Write for Critics

"A man who writes an advertisement," said Mr. Sterne yesterday, "and at the time wonders what other advertising men are going to think of it, does not write a profitable advertisement. The successful ad-writer must forget his literary training and his rhetorical ability; he must write to sell goods, for advertising is nothing else than a form of salesmanship.

"Loveman, Joseph & Loeb's advertising is not written. It is dictated. When anyone writes an advertisement with a pencil or pen or typewriter, he is bound to unconsciously tangle up with it a lot of literary flights of fancy and so forth; but when that man dictates an advertisement he talks it, and there never was a man who did not confess a great difference in the way he wrote and the way he talked. Loveman, Joseph & Loeb's advertising must be 'ad talk' and not a piece of literature. When the copy is dictated it is put together just the same as if the man writing it was a salesman talking to a customer.

Addressed to One Person

"One thing that makes Loveman, Joseph & Loeb's advertising successful is that it is written to one person. The effect therefore is the same as when a salesman is talking to one person. Many people write advertisments like a man standing on a stump addressing a mass meeting of 5,000 people. They make their statements in extravagant language and in great screaming, bold type like the man on the stump shouts extravagant statements at the top of his voice. The same man, probably, if you engaged him in private conversation, would not make either such extravagant statements or shout them. He would be talking to one man instead of 5,000. That's what I mean when I say our advertising is written to one person.

"I think the most profitable policy in Loveman, Joseph & Loeb's advertising is the complete elimination of comparative values, except when an actual reduction is made in our own price on an article—that is, if we should decide to lower the price at which an article formerly had been sold. That policy pays because it completely eliminates deception and misrepresentation. Women—and it is women who read advertisements more than men—are more or less credulous. Therefore this policy pays because no woman ever reads a Loveman, Joseph & Loeb advertisement and then is disappointed when she sees the article that was advertised. No merchant can experience a worse injury to his business than for a customer to secure an impression of an article from the advertisement of it which is not borne out when the customer actually sees the article itself.

Must Tell Something New

"Ads should be looked on as news of the business; they must be news of something new on the market, some attractive price, or anything that is news, and news is anything that people are interested in. When

any kind of advertising ceases to be news it ceases to be good advertising. This store tries to advertise what people want when they want it.

"You ask me for an example. Here is one. One of the best advertisements Loveman, Joseph & Loeb's store ever had, I think, was in the Age-Herald in November, 1913. It was an advertisement of a diamond sale. It sold $4,000 worth of diamonds in one day. Why? Because it was an advertisement of what people wanted when they wanted it and at a price which they knew enabled them to save money.

"Another example is a little one-column three-inch ad we ran in the Age-Herald a few days ago simply announcing that we had pecans for sale. Never before had this store handled pecans. No one in town knew we had any from past experience. Yet that little ad sold 1,000 pounds of pecans the same day it appeared. It was an advertisement of what people wanted when they wanted it, and by a firm that people knew did not misrepresent through its advertisements.

"Many merchants in Birmingham I have heard remark to the effect that advertising here does not seem to pay as well as in other towns. There are many reasons to be assigned for this. But one of the most important in my estimation, is this. More than in most towns, some of the merchants of Birmingham are inclined to misrepresent things—not by absolute falsehood, not by trickery—but by a wrong conception of what is good advertising. The people have recognized that fact and consequently they don't respond to the ads like they would if conditions were otherwise."

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FIVE MILLIONS MADE BY ONE BAKER IN TWENTY YEARS THROUGH NEWSPAPER ADVERTISING

Those who do not succeed are the ones who have no faith in advertising. A story told by Andrew E. Demling in the Houston, Texas, Post, illustrates the miracle worked by a young German who came to this country thirty years ago without capital, but who believed in publicity and is making good. He now has a company worth $5,000,000. The article by Mr. Demling is, in part as follows:

Dragging Opportunity in by the Heels

The story of Paul Schulze is one of the most inspiring in the annals of sensational business success.

In 1883, at the age of 19, he arrived in the United States without a dollar or a word of English at his command. His first three years he spent in Dakota, part of the time as clerk in a general store, at the princely salary of $10 per month.

Finally Chicago called him, in the capacity of representative for a Minneapolis flour concern, and in 1891 he incorporated the present baking company, with a capital of $10,000.

Today the penniless young stranger of thirty years ago is at the head of the largest exclusively bread manufacturing business in the United States, with a capital of $5,000,000.

"You see," he explained, "with certain exceptions, the bakers of twenty years ago were somewhat below the average as mentality and ability are gauged. The opportunities it offered the man who could bring to it the brains, enthusiasm, 'hustle' and up-to-date, progressive methods employed in other lines appeared to me practically limitless.

"The little cellar bake shops of that day had much to do with the prejudice against baker's bread. New, sanitary facilities must be introduced into bread-baking to win the public's confidence and convince it of the superiority over the home-made variety.

"But the housewives of today know better—and their education has come through the one big source—advertising.

"They know that we turn out more wholesome, better baked bread with our huge ovens with their intense, steam-moistened heat, than they can in their dry kitchen ovens, with half or less the heat capacity.

"They know that men who spend their lives in the study of values and proportions are more accurate than they, with their dash of this and pinch of that.

"Of course, the education of the housekeepers has cost the bakers a neat penny in advertising—for effective advertising means continuous as well as conspicuous advertising. But look what it does for the baker!

"It has developed this firm from a $10,000 institution into one of $5,000,000 in twenty years. We spend more for advertising now every year than our total sales amounted to in the first few years, and we're growing in proportion. The week before Christmas we moved into our new $600,000 building—our fifth plant operating in Chicago."

Newspaper Ads for Quick, Direct Messengers.

"How do the different kinds of advertising compare in your experience, Mr. Schulze?" I queried.

"Oh, of course the baker needs the billboards and car card," he replied, "but for quick, direct messages, and quick, direct results, there is only one way—through the newspapers."

And as I sat in his luxurious office, with its book-lined walls and costly rugs, and listened to this man tell his story, I wondered what has become of the thousands of other ambitious strangers who arrived in this land of promise the same year that brought young Paul Schulze.

We use Schulze "Butter Nut Bread." It was good advertising that induced us to buy, and doubtless that is the same with thousands of other Chicago families. The advertising has made good. Each loaf comes neatly wrapped in a glazed tissue, imperishable, and the quality of the bread is of the best, besides being clean and sanitary. All advertising that is backed up by the goods pays.

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"MADE IN MISSOURI PROGRAM"

Journalism Week this year at the University of Missouri, May 3 to 7, inclusive, according to announcement by President Hill, will have a "Made-in-Missouri" program. Publishers, editors, reporters, magazine writers, illustrators, cartoonists, special correspondents and representatives of other fields of journalism resident in Missouri or formerly of Missouri, will constitute the speakers. Missouri has furnished many great journalists to other States, as well as developed newspaper folk who have attained distinction within Missouri. The program will be made up, with one or two exceptions, therefrom. It is the first "Made-in-Missouri" program of any statewide event.

"THE TEXAS JOURNALIST"

After just completing the reading of a copy of Number IV, Volume I, of this publication, the above-named official paper of the school of Journalism of the University of Texas, we confess to a feeling of satisfaction and regret—satisfaction over what we have found and read in and enjoyed and learned from this issue, and regret that preoccupation with other affairs pressing insistently upon our time, has prevented the reading of the previous issues that have reached our desk, that have been greeted with pleasure because of the neat, bright, clean appearance, but have been put aside for a more convenient time.

As showing the character of the publication as to mechanical arrangement and execution, prove of great aid to the University Extension Work—the reading of the neat headings, of the articles shown in the reproduction, will go far to establish these assertions.

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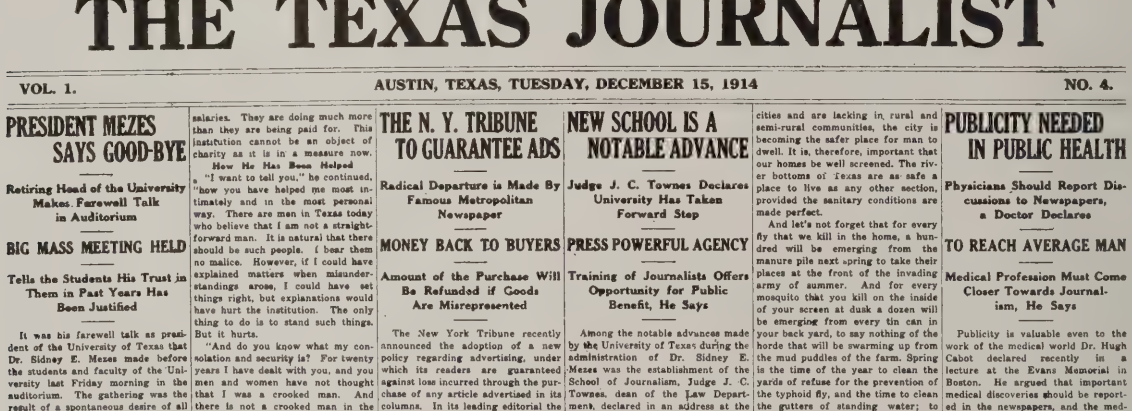
The quotations from the New York Times and the New York Tribune indicate that the students are studying the highest types of American newspapers and are drawing therefrom the highest ideals and principles of honesty, purity, responsibility and service in newspaper-making.

In one column was given a report by one of the students of an address by Chairman Mayes—the head of the school—before the class on, "The History and Principles of Journalism," that shows good reporting and a full understanding and appreciation of the salient,



THE TEXAS JOURNALIST

VOL. 1. AUSTIN, TEXAS, TUESDAY, DECEMBER 15, 1914 NO. 4.

PRESIDENT MEZES SAYS GOOD-BYE

Retiring Head of the University Makes Farewell Talk in Auditorium

BIG MASS MEETING HELD

Tells the Students His Trust in Them in Past Years Has Been Justified

It was his farewell talk as president of the University of Texas that Dr. Sidney E. Mezes made before the students and faculty of the University last Friday morning in the auditorium. The gathering was the result of a spontaneous desire of all to bid the retiring president farewell before he left to assume the presidency of the College of the City of New York.

As he arose to address the mass meeting the students gave fifteen "rahs" for "Prexy," as a mark of the esteem in which he is held.

"My friends all about, on all sides," Doctor Mezes began in a deep kindly voice, "each and every one of you. That's what is going to make it very hard for me to say what I want to say. I have been connected with the University twenty years, and I cannot tell all that I should like to tell.

Scenes Will be Remembered

"Many times in the future this scene shall arise before my eyes—before the eyes of mind, as it were—and bring a very great satisfaction and gratification—one of those great joys that makes life really worth living. Your presence here means very much to me and makes me realize that you understand me.

"One of the greatest regrets of my 'demotion' to the presidency was that I could not remain in [illegible] salaries. They are doing much more than they are being paid for. This institution cannot be an object of charity as it is in a measure now.

How He Has Been Helped

"I want to tell you," he continued, "how you have helped me most intimately and in the most personal way. There are men in Texas today who believe that I am not a straightforward man. It is natural that there should be such people. I bear them no malice. However, if I could have explained matters when misunderstandings arose, I could have set things right, but explanations would have hurt the institution. The only thing to do is to stand such things. But it hurts.

"And do you know what my consolation and security is? For twenty years I have dealt with you, and you men and women have not thought that I was a crooked man. And there is not a crooked man in the world who could have dealt with you twenty years and not have been found out. You have believed in me, and you have reassured me.

Faculty Believed in Him

"And the faculty, they do not believe I am crooked. They would have found me out had I been crooked. But I bear my enemies no malice. However, I know they are wrong. There is something inside of me that tells me they are wrong, and then they are wrong because you believe in me.

"May all good things come to you," he concluded, slowly and earnestly. "Good-bye, my friends. God bless you."

The auditorium was crowded. The faculty and members of the student organizations occupied the first rows. Speeches were also made by several members of the faculty and students.

TEXAS NEEDS MORE POULTRY

State Imports Fifty-two Million Dollars Worth of Meat Each Year

O. P. Blackwell, of the [illegible]

THE N. Y. TRIBUNE TO GUARANTEE ADS

Radical Departure is Made By Famous Metropolitan Newspaper

MONEY BACK TO BUYERS

Amount of the Purchase Will Be Refunded if Goods Are Misrepresented

The New York Tribune recently announced the adoption of a new policy regarding advertising, under which its readers are guaranteed against loss incurred through the purchase of any article advertised in its columns. In its leading editorial the Tribune says:

"The Tribune today takes a big step forward in the interest of its readers. It guarantees them absolutely against loss or dissatisfaction through the purchase of any wares advertised in its columns. If you don't like what you buy you can get your money back promptly, either from the seller or from the Tribune. We believe in our advertisements. We mean to print only advertisements we can believe in. And we stand ready to back with our own money whatever we permit advertisers to say in our columns.

Wants to Lead the Way

"We want to do something bigger and better than anything any other daily paper has ever dared to do. We want to lead the way into the

A MODEL FOR NEWSPAPERS EVERYWHERE

The front page of the first issue of The Texas Journalist is reproduced in the December number of The American Printer of New York. Accompanying the cut is the following comment on th[illegible]

NEW SCHOOL IS A NOTABLE ADVANCE

Judge J. C. Townes Declares University Has Taken Forward Step

PRESS POWERFUL AGENCY

Training of Journalists Offers Opportunity for Public Benefit, He Says

Among the notable advances made by the University of Texas during the administration of Dr. Sidney E. Mezes was the establishment of the School of Journalism, Judge J. C. Townes, dean of the Law Department, declared in an address at the mass meeting last Friday in the University auditorium. This meeting of the students and faculty was held to bid the retiring president farewell.

Judge Townes reviewed the work of Doctor Mezes since he assumed the presidency in 1908, and showed how the school had advanced in that time.

"The latest forward step, the School of Journalism," he said, "has before it almost unlimited opportunity for public benefit. The press is one of the most powerful agencies for good or evil known to our civilization. Of necessity we rely upon it for our data as to current events.

"Too many of us rely upon it in forming our opinions from the data given. Those who touch life in such vital points should be trained to love and seek truth rather than sensation, cities and are lacking in rural and semi-rural communities, the city is becoming the safer place for man to dwell. It is, therefore, important that our homes be well screened. The river bottoms of Texas are as safe a place to live as any other section, provided the sanitary conditions are made perfect.

And let's not forget that for every fly that we kill in the home, a hundred will be emerging from the manure pile next spring to take their places at the front of the invading army of summer. And for every mosquito that you kill on the inside of your screen at dusk a dozen will be emerging from every tin can in your back yard, to say nothing of the horde that will be swarming up from the mud puddles of the farm. Spring is the time of the year to clean the yards of refuse for the prevention of the typhoid fly, and the time to clean the gutters of standing water; to overturn tin cans, to drain ponds, to remove breeding places for the malarial mosquito, and to oil the permanent bodies of water with kerosene to suffocate the mosquito in the "wriggler" state.—C. G. Hartmann, Instructor in Zoology, University of Texas.

MAKES AD COLUMNS CLEAN

The New York Times Rejects All Unworthy and Doubtful Copy

The New York Times offers a reward of $100 for information leading to the arrest and conviction of anyone who may have obtained money under false pretenses through the medium of a misleading or fraudulent advertisement. The paper rejects all unworthy and doubtful advertisements, and asks its readers to aid in its efforts to keep the advertising columns clean.

Here is what The Times terms its "Advertising Index Expurgatorius:"

Fraudulent or doubtful financial [illegible]

PUBLICITY NEEDED IN PUBLIC HEALTH

Physicians Should Report Discussions to Newspapers, a Doctor Declares

TO REACH AVERAGE MAN

Medical Profession Must Come Closer Towards Journalism, He Says

Publicity is valuable even to the work of the medical world Dr. Hugh Cabot declared recently in a lecture at the Evans Memorial in Boston. He argued that important medical discoveries should be reported in the newspapers, and the medical men who make great discoveries should regard themselves as mouthpieces instead of individuals.

"They must show greater willingness," Doctor Cabot said, "to come down to the level of the average man and not regard their knowledge as strictly for scientific ears. And they must supply it to the average man in comprehensive form with the information necessary for the making of an opinion.

Valueless Unless Made Public

"Too much have doctors forgotten that the control of the public health lies not in their hands, but in the hands of the average man, and that their most startling discoveries may be practically valueless unless they can be translated into plain English and made public property. There seem to be certain defects in the conception held by the medical profession of its relation to public health.

"In order to have public health in this country we must have publicity of the right kind. It is a matter [illegible]

a reduced reproduction of the upper half of the first page is given herewith. Mechanically, it is up to the correct standard urged in the National Printer-Journalist, and brings gladness to the eye.

As a publication devoted to journalism, it is highly instructive, sane and progressive. As representing the School of Journalism and the University of Missouri, it must prove greatly useful, as it is informing and entertaining. It stands for better newspapers and deals with matters serviceable alike to the school and to the newspapers and people of Texas, and must instructive and important points of the lecture. From this report, as appropriate to this brief review and especially as emphasizing the importance of the instruction that is being given to the students and then put into practice by them in their publication, we quote the following:

"In these busy times books have been largely segregated to the background and we all turn to the papers for our instruction. People who think pay attention to the thoughts set forth in such papers, and demand correct news, high ideals, and attractive style in the make-up of a

paper. And, fortunately, thinking people have always ruled the world. When they demand the highest ideals in journalism, this demand reacts on the less thoughtful and puts before them the high ideals demanded by thinkers.

* * *

"Watterson, one of the oldest and most prominent journalists of America, says the essentials for success in journalism are: good habits, good sense, good feeling, good education and application. Aptitude and determination are qualifications one must possess.

"The purpose of schools of journalism is to eliminate the incapable and train the capable; to train young men and women how best to handle their particular branch of newspaper work. Time is precious to all, schools of journalism teach what it would take years to acquire by actual work. In such schools, you take such training as you really need, while in office work you learn many non-essentials in a hap-hazard way and waste time."

There is much else in this publication that is of immediate value to the schools and to the students.

Service is coming more and more to be recognized as one of the essentials in modern newspaper-making, and this fact is fully recognized and set forth in this student journal. One department, under the title, "Women and the Home," is conducted by the "Department of Domestic Economy of the University of Texas," and we deem it a very important feature as giving an illustration and practical example of one branch of service which the modern newspaper should render its readers in city and country.

One encouraging and pleasing feature of this issue is a full six-column page of quotations from Texas newspapers, under the head, "What State Newspapers Think of the Texas Journalist."

There are nearly three score of these favorable notices, that tell of the appreciation of the State press and the loyalty of the newspapers of the State to the School of Journalism, as well as the State University, of which it is proving so important and promotive a department.

We have just glanced over these and given brief extracts from a few of the notices, as expressing our own views as well as those of the splendid newspapers of Texas that deserve highest commendation for their excellence, their loyalty and valuable services to the great Empire State of the South:

"A gem from a literary as well as a typographical standpoint"; "Well arranged in every particular, and will, in the future, prove very helpful to the newspaper men of Texas"; "The Journalist is brim full of good and valuable reading, especially for the newspaper folks"; "With Dean Will H. Mayes at the helm, each issue will be a model of excellence, of equal interest to newspaperdom and to the public in general"; "It is not only a worthy idea made palpable, but a worthy effort born of that idea. It is practice that finally makes perfect, to be sure, and much preliminary practice may be had by the students of journalism through their necessary service to their representative publication. In connection with their practice they will have the additional advantage of intimate instruction in the three main phases of the publishing business, namely, the editorial, the commercial, and the mechanical. To say that such experience and such instruction are without value is equal to saying that instruction and practice in other trades and professions are without value, and to say that would be to utter a crass absurdity."

* * *

"In years agone, there might have been some excuse for the college graduate to be inefficient in the proper preparation of manuscript, but in these days of modern science and schools of journalism, there are none. Were we a student of the State University we should add journalism to our course of study if we never expected to be a journalist. It is a training that will better prepare the graduate to overcome the obstacles that he is surely to meet up with during his travels through life."

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THE KENTUCKY EDITORS

Discussing how to meet Demands of High Cost of Living

The mid-winter meeting of the Kentucky Press Association at Louisville had an attendance of over one hundred newspaper men. In discussing how to meet the higher cost of living, it was agreed that better prices should be secured for advertising, subscriptions and job printing, and better methods adopted for securing business.

It would help if printers and newspaper-makers used more of the commodity in which they largely deal, that is, advertising, and, at the same time, see to it that such advertising is, in every possible way so model as to matter, form and attractiveness as to insure attention and effectiveness and at the same time teach advertising possibilities by way of examples.

For securing better prices, an accurate cost system is a necessity. Every publisher and printer should be able to show the reason for the faith that is within him, or, which amounts to quite the same thing, for the advertising and printing and the prices which he charges.

Good advertising followed by energetic, persistent, diplomatic, personal solicitation will work wonders in acquiring business. Understanding is at the base of all efforts for securing increase of business.

Another very important thought was brought out in the convention as to laxity of business methods and credits. Cash, it was argued, should be the basis of every transaction. It would appear, from the discussion, that the old practice of taking trade in things not needed or at prices beyond actual value, merely to secure advertising, still prevails to a considerable extent in the Blue Grass State, though very largely eliminated elsewhere. What one does not need or cannot use is high at any price.

Every inch of advertising space in a newspaper costs the publisher good honest money, and a cost system will show what that cost is. Space should never be sold for less than cost, with the added expense of filling the space with attractive display of the advertising matter desired, and a reasonable profit, added.

One rate to all and then sticking to the rate, were other good points urged. A round table discussion was also had on the general subject of advertising, led by John S. Lawrence of Cadiz. R. E. Woods, director of the Kentucky Good Roads Association, spoke on the good roads laws of the State. Thomas E. Basham on, "The Relation of the Agent to the County Publisher." B. F. Forgey, of Ashland, led a round-table discussion on, "What to Print and What not to Print." Mrs. Cora Wilson Stewart, of the moonlight schools, gave a talk on, "How Kentucky is Overcoming Adult Illiteracy."

The association was the guest of the Louisville Convention and Publicity League at luncheon at Hotel Henry Watterson yesterday. Enoch Graham, director, told of the work that is being done in the School of Journalism in the Kentucky State University.

SENSIBLE BUSINESS VIEW

It is unfortunate that too many dealers and manufacturers in this country are inclined to curtail expenses by cutting down advertising—the most economic and effective means of promoting business—at any indication of the approach of stringency in business.

They, in this way, contribute to the calamity which they fear. What would be thought of the prospects of victory or even of safety of soldiers who dropped their weapons and ran for cover at the first indication of the approach of the opposing forces? Showing the white feather or the white flag means defeat before the battle is begun. The bold front wins.

The Pittsburgh Dispatch in a communication from Ellwood City, Pa., tells of a company in the latter city, that holds the sane and proper view as to business publicity. The statement made by the Matthews Gravity Company to a commercial journal points out that advertising is a powerful medium in bringing about and retaining prosperity as follows:

"The power of advertising must be applied to the education of American consumers. We are a people who respond quickly to the appeal of logic, fair argument and patriotic sentiment.

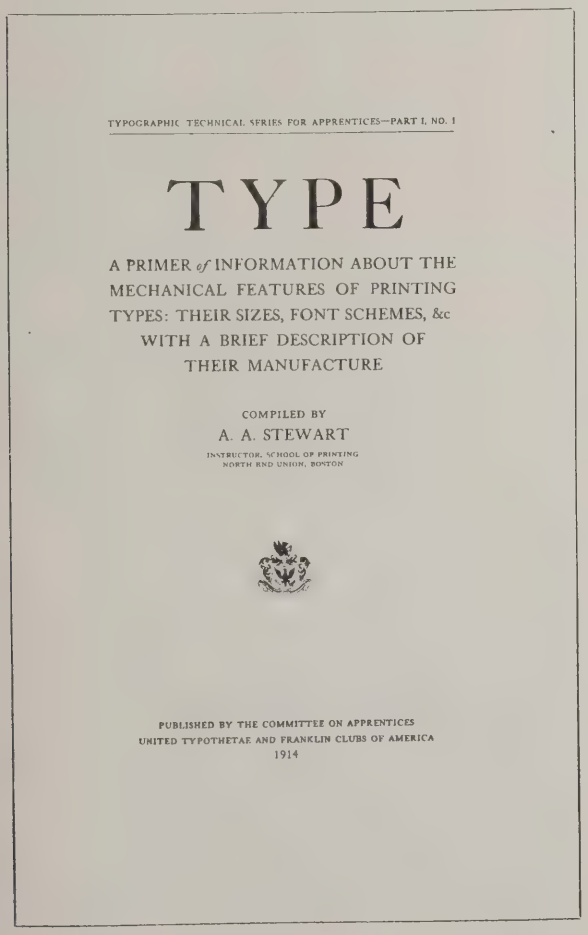
"As far as we are concerned we have not at any moment before or since the European War, recognized the influences which have worked against a continuation of normal business conditions. We have not allowed them to interfere with our plans in the least. We have not cancelled a single advertising contract. We have kept our selling organization intact and constantly at work."

Newspaper-makers owe it to themselves as well as to their public, as a patriotic duty, to promulgate and constantly beat into the minds of business men these fundamental principles and to set a good example by acting upon them, for even the press is liable to be carried away by a panic among those upon whose patronage they largely depend. It is very easy to cause panics. One or two leading concerns can stampede the dealers and manufacturers of a whole city and one or two leaders in each city can stampede the whole country.

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, Box 321, Chicago.

ON my desk is the first of a series of sixty-two booklets to be published by the Committee on Apprentices of the United Typothetae and Franklin Clubs of America. When announcement was made that this series was forthcoming, I felt sure that they would be models of typography, but I think I was scarcely prepared for anything quite so pleasing as this one I have received. It carries as a title the one word, "Type." Under this it is further explained as being "A primer of information about the mechanical features of printing types; their sizes, font schemes, etc., with a brief description of their manufacture." The author is Mr. A. A. Stewart, who is instructor in the School of Printing of the North End Union, Boston. The pages are 5 x 8 inches in size and the text matter is set in 10 point Caslon Old Style, 25 ems wide and 35 ems deep. All the others of the series are to be of this uniform size and style. It has 42 pages and is bound in a cover of Delft blue paper over boards, and the stamping in white. I happen to have a title page which I can clip from a sample sheet for reproduction. I should like very much to show some of the other pages, which are handsomely arranged, but I shall not take chances on mutilating my copy for fear that I may not readily get another one. I shall await with impatience the coming of the others in the series. There will be sixty-two of them in all, divided into nine groups under the headings of Mechanical Elements, Mechanical Processes (three series), Literary Elements, Esthetic Elements, History of Printing, Cost Accounting and Estimating.



TYPOGRAPHIC TECHNICAL SERIES FOR APPRENTICES—PART I, NO. 1

TYPE

A PRIMER of INFORMATION ABOUT THE MECHANICAL FEATURES OF PRINTING TYPES: THEIR SIZES, FONT SCHEMES, &c WITH A BRIEF DESCRIPTION OF THEIR MANUFACTURE

COMPILED BY
A. A. STEWART
INSTRUCTOR, SCHOOL OF PRINTING
NORTH END UNION, BOSTON

PUBLISHED BY THE COMMITTEE ON APPRENTICES
UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA
1914

✧ ✧

The Minneapolis Typothetae publishes a live, readable and fairly well printed organ called the "Franklin Messenger." It looks good to me and I hope it will keep coming regularly.

✧ ✧

I find in my mail a copy of the "Marble Bank Monthly," issued by the Union Trust and Savings Bank of Spokane, Washington. It is delightfully printed so that I am not surprised to find on it the imprint of the Stutes Printing Concern of Spokane.

✧ ✧

I have had in my hands for some time a delightful and helpful little booklet entitled, "Distinctive types for Correct Stationery" gotten out by Barnhart Brothers & Spindler to show some of their newer type faces which are especially adaptable to the higher class of stationery. These include the Waldorf text, Chester title, Cardstyle, Pencraft title, Plate text, French plate and Engraver's Roman. Most of these faces, while comparatively new, have stood the test of sufficient time to prove their worth. In the attractive style in which the

foundry is showing them, they take on a new interest and will lead many a printer to believe that he has not as yet obtained the greatest possibilities from them. This booklet is a delightful creation in black and white, with an Advertisers cover printed in black with border and ornament blind stamped. This booklet will be an inspiration to any printer and I would suggest sending for a copy.

✧ ✧

Here is a little envelope filler done in black and orange on white enameled stock, which is

PRICE is one of the elements that goes to determine values—just one.

¶ Quality and service are just as real elements of value as price.

¶ Ability to see, appreciate, know all the elements marks the man of judgment.

¶ Price blinds less discriminating persons to more important things.

¶ Know whether or not value is high and then you will know whether price is right.

¶ Our printing is distinguished for all that makes high value. We are anxious to demonstrate it to *you*, and will send a man to you any hour. Please call us.

W. P. DUNN CO.
Catalog, Circular, Booklet and Commercial Printing
725 SO. LA SALLE ST. , Phone Har. 7239
CHICAGO

8-13-4

not only a good example of printing but carries a story with it. Read it over carefully. Possibly you can apply it with some modification to your own business.

✧ ✧

I scarcely know whether to call it a house organ, a trade journal, or what. At any rate it is a new one, published by the Fort Wayne Vocational School, Fort Wayne, Indiana, and printed by the students in the printing department of that institution. It has followed the modern craze for short titles and has adapted as its own the one word, "Chance." The first number of the first volume is dated December, 1914, and is attractively printed with colored illuminations. Regarding the enterprise the foreword says:

With this, the first issue of "Chance," we wish to emblazon to the world the fact that the Printing Department of the Fort Wayne Vocational School is in full blast. As this is our first opportunity to "toot our own horn," we want to take full advantage of it and impress upon the minds of our readers that we are alive. We take pardonable pride in the fact that this issue is composed and printed by students with less than three months' experience at the printing art. This is evidence enough that we have been up and doing, and have taken advantage of our "Chance." That title, "Chance," means something; it means that the students of the Vocational School have a "chance" to make the time spent on an education, bring in a livelihood when we are through school; a "chance" to learn a trade that will lift them out of the rut and make them more intelligent and better equipped citizens. You other boys and girls who expect to join the great army of working men and women, and that means at least ninety-five per cent of you, have the same "Chance." "Come on in, the water's fine."

✧ ✧

This most attractive little folder is sent out by Stearns, Howard Company, 732 Federal Street, Chicago, showing some of the artistic things which can be done with hot embossing

Hot Embossing
... and ...
Hot Ironing

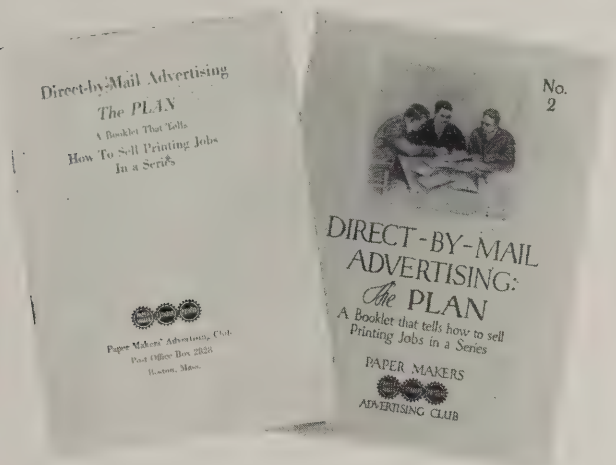
Partial view showing our four Seybold triple toggle Embossing Presses. Note the abundance of daylight.

and hot ironing. It is remarkable what beauty can be added to a plain piece of paper in this way.

✧ ✧

Very many printers have now heard of the plan employed by a number of eastern paper makers to promote direct-by-mail advertising, thus increasing the business both of the printer and the paper maker. The manufacturers be-

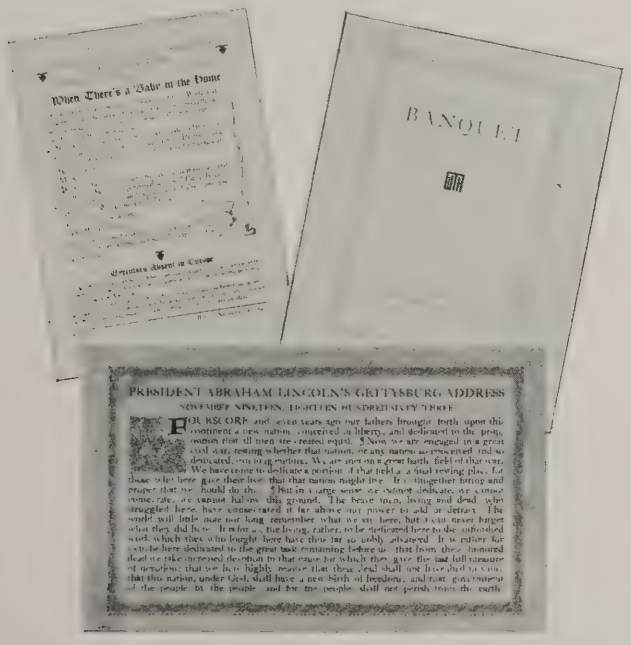
hind the plan are putting some very intelligent and effective work into it, as is evident by the second booklet in the series being put out, which is really a text-book on salesmanship, telling the printer how to get out and sell this kind of advertising to his customers. Aside from its forcible instruction on selling, the booklet is especially of interest to this department because of the fact that is is so handsomely printed. The body is on one of Warren's sepia cameo paper, printed in black and red.



The cover and title page are here reproduced. To those who believe they can work this plan to advantage, I would suggest that they write to the address shown on the title page and get themselves on the mailing list for the entire series of booklets.

✧ ✧

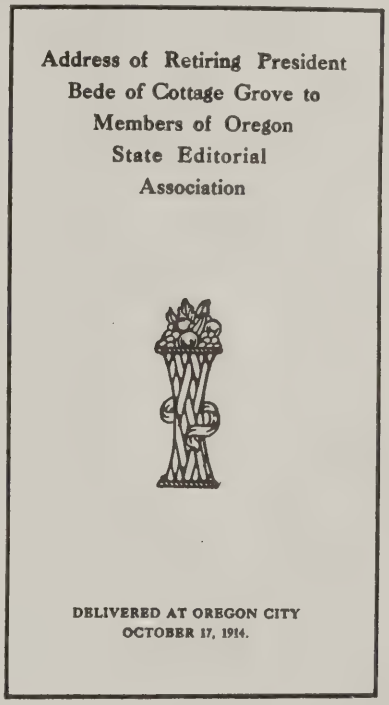
I have from J. Orville Wood, instructor in printing at the West Technical High School,



Cleveland, Ohio, a most attractive banquet program and also a wall card. The banquet program is a delightful piece of work, but is printed in such a delicate gray that I am afraid the reproduction will not do it justice. The wall card contains a reproduction of President Lincoln's Gettysburg address, the composition and press-work of which are admirable, although I can scarcely endorse the choice of stock. It is a green of scarcely sufficiently refined a tint for this purpose. I would suggest a somewhat lighter and more delicately toned shade, especially in view of the fact that the type matter is rather crowded, making it none too easy to read on this dark stock. I imagine there are many good pieces of work originating in this shop and I hope I shall have the pleasure of seeing more of them.

✧ ✧

There are times when the matter on a title page can to good effect be run into an inverted pyramid, all in one size of type. The specimen here shown is one such instance. The only



fault I have to find with this page, is that the ornament is too large and heavy, rather overbalancing the small size of type.

✧ ✧

The North Lewisburg Reporter.
North Lewisburg, Ohio, December 11, 1914.

Mr. E. S. Hanson,
583 S. Dearborn St.,
Chicago, Ill.

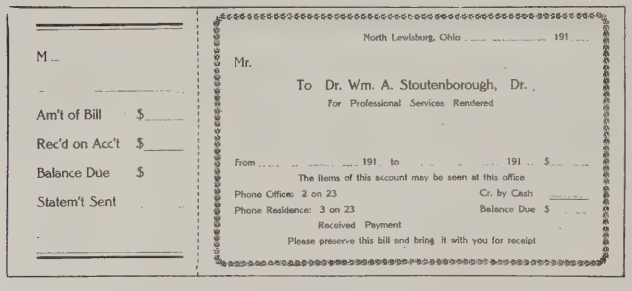
Dear Sir:—Enclosed you will find a copy of a job I took from the press this morning. Would be very glad to have you tell us through the N. P.-J. where we have failed in this job. I took over this plant in October, 1912, and since that time I have obtained all the experience I ever had in the printing business. However,

I am enjoying a good trade and I credit the N. P.-J. with helping me very much through the different departments. If a cut is made of this I would like to buy it.

Thanking you in advance for whatever disposition you make of the enclosed, I am,

Very truly yours,
R. O. PAYNE,
Editor.

Replying to Mr. Payne, I would say that I do not think you have failed on the job which


M ...

Am't of Bill $.....
Rec'd on Acc't $.....
Balance Due $
Statem't Sent

North Lewisburg, Ohio ..... 191 ....

Mr.

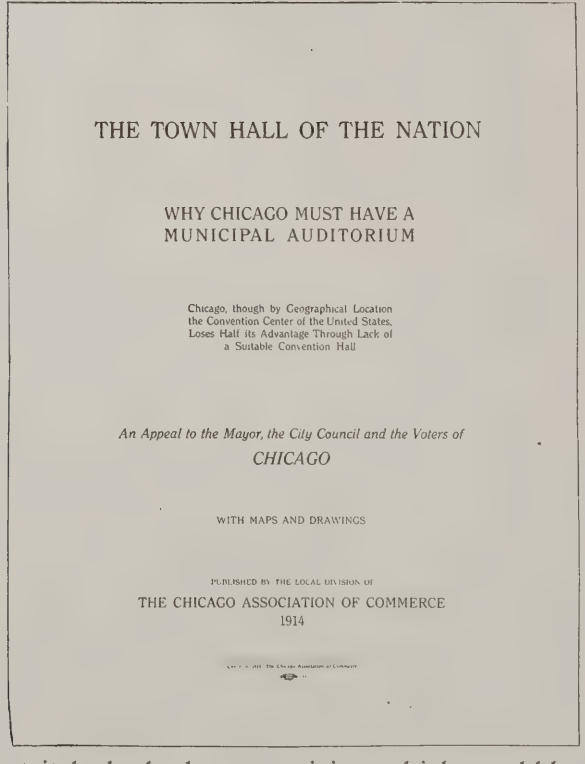
To Dr. Wm. A. Stoutenborough, Dr.
For Professional Services Rendered

From ..... 191 .. to ..... 191 .. $.....
The items of this account may be seen at this office
Phone Office: 2 on 23 Cr. by Cash .....
Phone Residence: 3 on 23 Balance Due $ .....
Received Payment
Please preserve this bill and bring it with you for receipt

you enclosed. Possibly it might have been a little better with a more modern border around it, such as a lithotint border or even a plain rule; but I assure you this is well up to the average of this class of work.

✧ ✧

From a book recently published by the Chicago Association of Commerce, I have picked out the title page as being a particularly good treatment where a considerable amount of matter had to be taken care of. The only fault I have to find with this page is a slight suspicion


THE TOWN HALL OF THE NATION

WHY CHICAGO MUST HAVE A MUNICIPAL AUDITORIUM

Chicago, though by Geographical Location the Convention Center of the United States, Loses Half its Advantage Through Lack of a Suitable Convention Hall

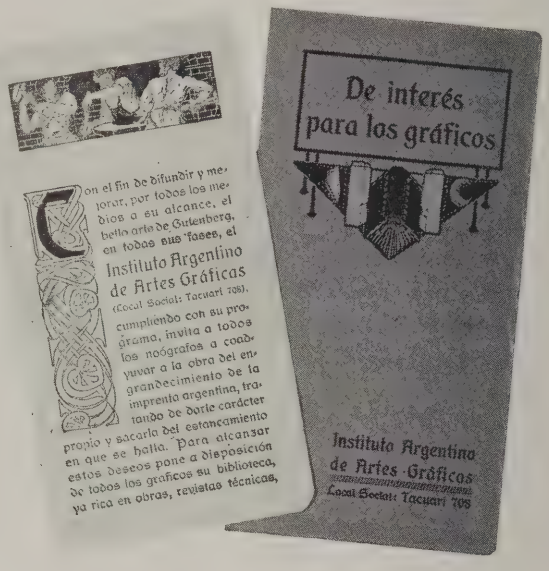
An Appeal to the Mayor, the City Council and the Voters of CHICAGO

WITH MAPS AND DRAWINGS

PUBLISHED BY THE LOCAL DIVISION OF
THE CHICAGO ASSOCIATION OF COMMERCE
1914

that it lacks body, a suspicion which would have been entirely done away with if a slightly heavier face could have been used for the top line.

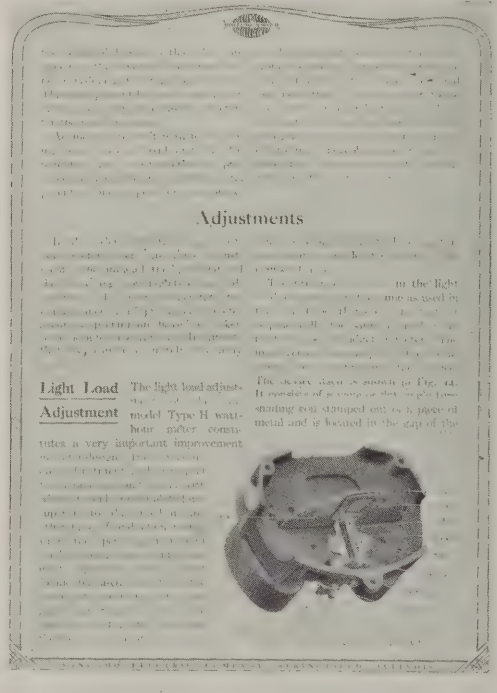
Unfortunately my knowledge of Spanish is not as great as it should be, so that I am unable to get much satisfaction out of the text of a little booklet which has reached me from one


De interés para los gráficos
Con el fin de difundir y mejorar, por todos los medios a su alcance, el bello arte de Gutenberg, en todas sus fases, el
Instituto Argentino de Artes Gráficas
(Local Social: Tacuarí 708),
cumpliendo con su programa, invita a todos los naógrafos a coadyuvar a la obra del engrandecimiento de la imprenta argentina, tratando de darle carácter propio y sacarla del estancamiento en que se halla. Para alcanzar estos deseos pone a disposición de todos los gráficos su biblioteca, ya rica en obras, revistas técnicas,
Instituto Argentino de Artes Gráficos
Local Social: Tacuarí 708

of the South American countries. The delightful design of the booklet, however, is a universal language which I can readily understand.

✧ ✧

A handsome piece of publicity work is a catalog recently gotten up under the direction of


Adjustments

Light Load Adjustment

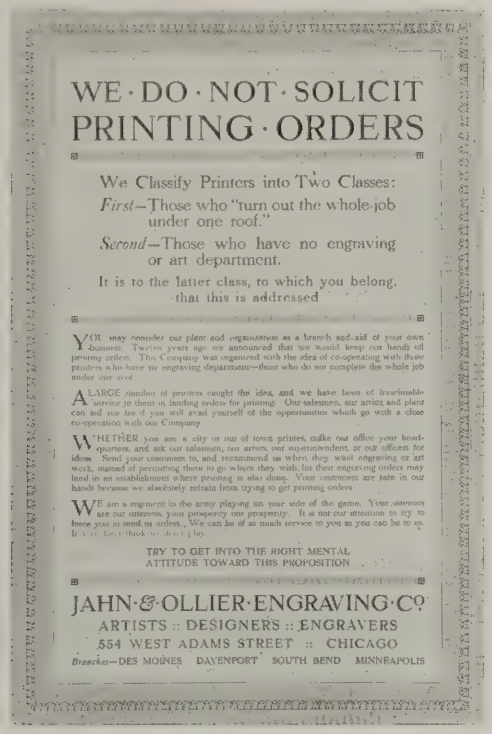
The light load adjustment Type H watt-hour meter constitutes a very important improvement

Ray D. Lillabridge, Inc., of New York for the Sangamo Electric Company, Springfield, Illinois. Almost the only flaw I can find in it is on the page which is reproduced, being the fact that the run-over from the preceding page was

allowed to double up in unequal lines. This should have been avoided by either the addition or subtraction of a line.

✧ ✧

It would not be easy to find a handsomer piece of one color composition than this circular from the Jahn & Ollier Engraving Company. The use of one series of type throughout, the careful selection of the different sizes, the harmony of the border and rules with the type, all these things work together to make this


WE · DO · NOT · SOLICIT
PRINTING · ORDERS

We Classify Printers into Two Classes:
First—Those who "turn out the whole job under one roof."
Second—Those who have no engraving or art department.
It is to the latter class, to which you belong, that this is addressed

YOU may consider our plant and organization as a branch and aid of your own business. Twelve years ago we announced that we would keep our hands off printing orders. This Company was organized with the idea of co-operating with those printers who have no engraving department—those who do not complete the whole job under one roof.

A LARGE number of printers caught the idea, and we have been of inestimable service to them in handling orders for printing. Our salesmen, our artists and plant can aid you too if you will avail yourself of the opportunities which go with a close co-operation with our Company.

WHETHER you are a city or out of town printer, make our office your headquarters, and ask our salesmen, our artists, our superintendent, or our officers for ideas. Send your customers to, and recommend us when they want engraving or art work, instead of permitting them to go where they wish, for their engraving orders may land in an establishment where printing is also done. Your customers are safe in our hands because we absolutely refrain from trying to get printing orders.

WE are a regiment in the army playing on your side of the game. Your interests are our interests, your prosperity our prosperity. It is not our intention to try to force you to send us orders. We can be of as much service to you as you can be to us. If you don't think so don't play.

TRY TO GET INTO THE RIGHT MENTAL ATTITUDE TOWARD THIS PROPOSITION

JAHN & OLLIER ENGRAVING CO.
ARTISTS :: DESIGNERS :: ENGRAVERS
554 WEST ADAMS STREET :: CHICAGO
Branches—DES MOINES DAVENPORT SOUTH BEND MINNEAPOLIS

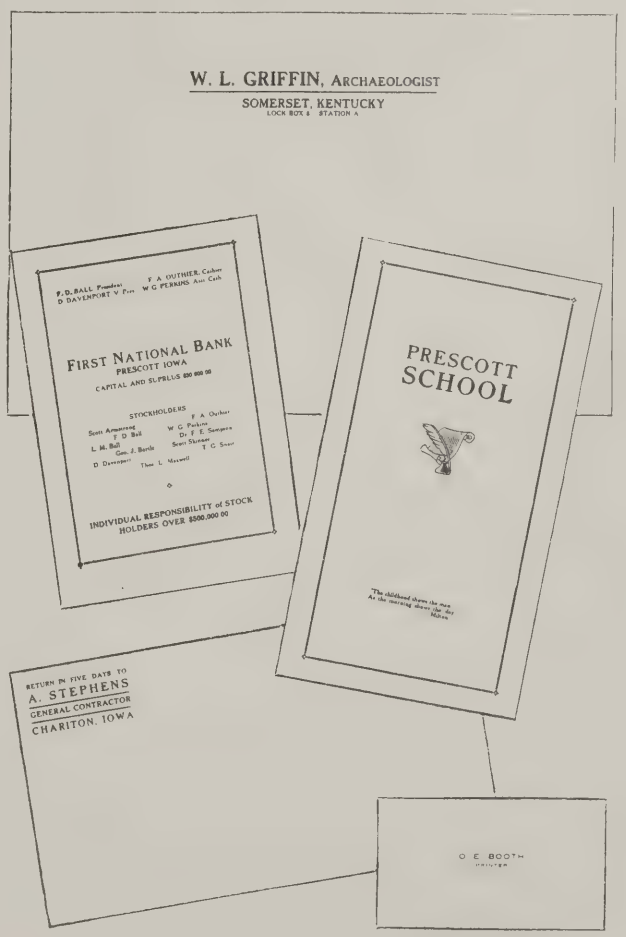
a better job than one usually sees. If one were to find fault with anything, it would probably be with the excess amount of margin between the top line and the border.

✧ ✧

The National Printer-Journalist has already, I believe, made extensive announcement of the work being done in the new Department of Printing in the Carnegie Institute of Technology at Pittsburgh. At this time I need do little more, therefore, than to comment briefly on the booklet which has been issued to give a general survey of the work which it is expected this department will accomplish. The booklet is characterized by faultless press-work rather than by any particularly masterful design or originality of composition. Attempt has not been made to give the pages sufficient unity, and there is a noticeable raggedness which detracts very much from their appearance. It is not an easy task, however, to assemble a miscellaneous lot of cuts, some of which were prepared for other uses and which are here used as makeshifts, together with a lot of "copy" which is necessarily choppy, and get anything like a unified whole out of the combination. Every printer well knows what a problem it is. The title page, mostly in capitals, is somewhat out of the ordinary and is fairly satisfactory, even though it would not meet all the generally accepted requirements of this class of composition. It would have been improved with a slightly heavier crest at the bottom.

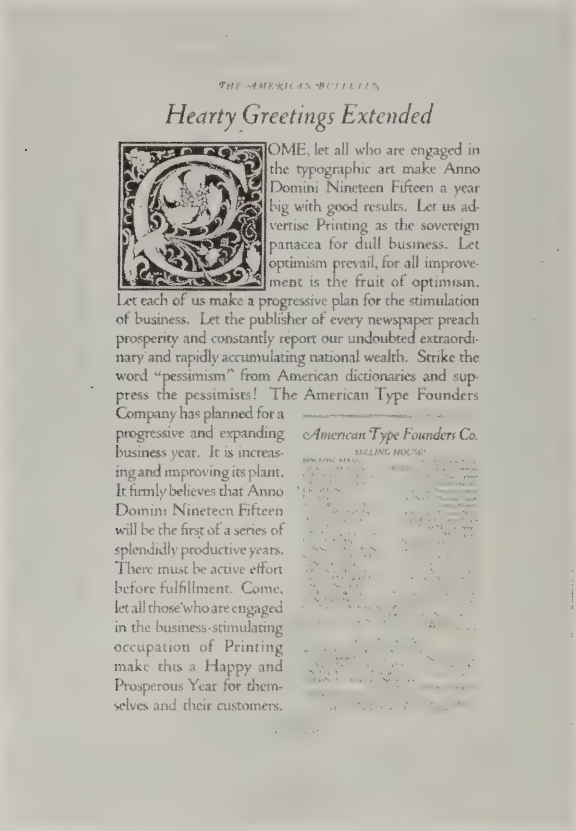
✕ ✕ ✕

I want to particularly commend this work by O. E. Booth, Prescott, Iowa. It is all clean cut, well printed, shows that the type in the office is taken good care of and kept up to date and that the presses are clean and in good running order. I would particularly call to notice



the Griffin letterhead which embodies a type of treatment to which I think I have called attention before. It is a good way to avoid having a number of short lines on a heading.

The American Bulletin for January is better than ever. Every page is of interest, the one I am reproducing being shown because it is a combination of pleasing display and timely preachment. But take it all in all, there is



THE AMERICAN BULLETIN

Hearty Greetings Extended

COME, let all who are engaged in the typographic art make Anno Domini Nineteen Fifteen a year big with good results. Let us advertise Printing as the sovereign panacea for dull business. Let optimism prevail, for all improvement is the fruit of optimism. Let each of us make a progressive plan for the stimulation of business. Let the publisher of every newspaper preach prosperity and constantly report our undoubted extraordinary and rapidly accumulating national wealth. Strike the word "pessimism" from American dictionaries and suppress the pessimists! The American Type Founders Company has planned for a progressive and expanding business year. It is increasing and improving its plant. It firmly believes that Anno Domini Nineteen Fifteen will be the first of a series of splendidly productive years. There must be active effort before fulfillment. Come, let all those who are engaged in the business-stimulating occupation of Printing make this a Happy and Prosperous Year for themselves and their customers.

American Type Founders Co.

SELLING HOUSES

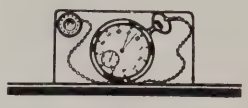
nothing better in the whole issue than the little paragraphs of printing office wisdom which are lifted out bodily and reset on another page.

✧ ✧

The way a man made fifty dollars by picking a piece of printed matter out of a waste basket, where he was in the habit of throwing all such stuff without giving it any attention, is told very well in a little house organ called "Rush!" published by the Smith-Grieves Typesetting Company and the Western Envelope Company of Kansas City. This particular incident may be true or it may not; but at least the underlying principle is true, for such things do happen many times. And it is a good thing to bring these things to the attention of business men and get them to understand that the printed matter which comes to them in the mail every day has a purpose and is worthy of attention.

✧ ✧

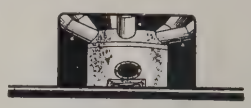
It is well known that the Capper publications, out at Topeka, Kansas, stand for enterprise. Here is new evidence of it, were such needed, in the shape of a little booklet to advertise the Capper brand of advertising. The booklet takes up the various lines which can be successfully advertised in these publications, each sub-



Watches

TWO mighty good reasons for advertising to the farmer He reads advertisements more thoroughly, and he has more money What better combination can you want for right results? Where can you place an advertising expenditure to better advantage? This is the opinion of S. D Rider, Vice President of the South Bend Watch Company

We believe that Agricultural paper advertising brings comparatively better results than advertising in national publications, largely because the people devote more time and thought to the reading of these papers, and also due to the fact that the purchasing power of the farmer today exceeds that of any other class of people.
—From an article in the Capper Bulletin.



Furnaces

SO long as the farmer buys furnaces, Mr Campbell of the Campbell Heating Company believes in seeing that he buys the Winter Chaser Furnace. He says:

"We have used farm papers in our advertising because they reach the best buyers of our goods * * * Advertising fulfills a great economic mission by persuading the great buying public to abandon the notion of buying the lowest priced articles. It shows them that by paying 50 per cent more they can get an article that will give double the service which actually adds one-third to the value of each dollar, and the great farm papers with all their valuable matter of assistance to farmers, performs no greater service than this, and a progressive farmer is as much benefited by reading the ads in his farm paper as by reading the other matter, because it teaches him how to make $1.50 do twice as much for him as a dollar did before."
—From an article in the Capper Bulletin

EVEN more than the reading matter in farm papers, farm paper advertising deserves the credit for the change that has been taking place with such rapidity in farming methods and living conditions. This is the opinion of F. W. Heiskell, advertising manager of the International Harvester Company:

"With the advent of the good farm paper a new condition arose. The advertising carried in those papers by the manufacturers and producers of the country gave the farmer a new insight into the comforts and conveniences of farm life, and the retail dealer, besieged with questions by the awakened farmers, was forced to stock goods of which he had probably never heard before. As a result of the stimulus furnished by farm paper advertising, the farmer became a better buyer and the retail dealer became a better business man.

"It would be hard to find a situation anywhere in history where the credit for so great a change could be so clearly placed. The farmer of today is no more like the farmer of 40 years ago than the retail country dealer of today is like his predecessor of that time. As compared with most progressive movements, the new condition has come with remarkable rapidity. The changes have been more or less bewildering, and for this reason farm paper advertising has not received its due share of credit for the better situation in which both the farmer and the retailer dealer find themselves."
—From an article in the Capper Bulletin.

ject being treated in a manner similar to the two shown. The book is a most successful creation in three shades of brown.

✧ ✧

COMMITTEE ON APPRENTICES
United Typothetae and Franklin Clubs of America

ANNOUNCEMENT
OF THE
NEW DEPARTMENT OF PRINTING
OF THE
CARNEGIE INSTITUTE OF TECHNOLOGY
PITTSBURGH, PA.

See second article on page 97

BRICKS WITHOUT STRAW

There is not a printing office in the world that is over-equipped with type; most of them are badly under-equipped.

ANNOUNCE YOUR PROSPERITY

A new dress of type is a better sign of prosperity than a new dress of clothes, and it will bring new business.

HIGH AND LOW

Cost of composition is always too High when stocks of type and spacing materials are too Low. Better get costs and stocks into equal balance.

UP AND DOWN

Up goes wage cost as Down goes the stock of type, spacing material and brass rules. Nothing is surer. Organize your composing room to keep wage cost down.

OVERLOAD AND UNDERLOAD

The average commercial plant over-equips its pressroom and under-equips its composing room. Such plants are inevitably not making as much profit as they should.

OLD TYPE MADE INTO NEW

Most printers have enough old type and old metal lying around their offices to pay for a few sizes of new faces, and some have sufficient to pay for several new money-earning series.

TYPE COST SAVES LABOR COST

Plenty of type and spacing material earn Plenty of profits by reducing wage cost. A hundred dollars spent for ineffective labor is a dead loss. A hundred dollars spent for type and spacing materials is insurance against ineffective wage cost, and you still have your hundred dollars' worth in assets. It will pay you to investigate along this line. Your investment in type is small.

DO NOT PERMIT YOUR CASES TO BECOME HELL BOXES

Andrew Carnegie said that the larger the scrap heap the greater the prosperity. The same idea applies to printers; the larger the "hell box" the greater the prosperity in your job room.

USE TYPE TO INCREASE ORDERS

The busy and prosperous commercial and job office procures its business with specimens of new type faces. There are plenty of orders for the office that solicits work with attractive specimens of printing from new styles of type.

TO NEGLECT TYPE FASHIONS IS TO LOSE BUSINESS

Style fixes your status as a printer. Whether style is good or bad depends on your type. Thousands of printers are making no progress because they have let their type styles get behind the fashions. If they think that does not drive away business they are fooling themselves.

THE BIGGEST RAT HOLE

The greatest leak of composing-room profits is caused by insufficient spacing materials. More than two-thirds the weight of commercial type composition is in spaces, quads, leads, quotations and rules. It's a safe bet that your supply is less than half the amount you need for the economical working of your composing-room.

STAGNATION vs. PROGRESS

Type is the infallible, instant gauge of this nation's business prosperity. Good type sales, good business. Also, when a printer replenishes his type styles grudgingly it is proof that he is not getting his share of progressive business. A stagnant business is a dying business.

(See article on page 98)

A NEW DEPARTURE

Wanner Machinery Company to Deal in Newspapers

After doing business with newspapers and printing offices for forty years, supplying their needs and forming pleasant business relations, A. F. Wanner has decided to make a new departure and add newspaper brokerage as a branch of the business of the Wanner Machinery Company. Mr. A. S. Porter will have charge of the "Newspaper Properties Department."

A creditable list of actual buyers has already been secured. Considerable time has been devoted to looking up the status of prospective purchasers, and, it has already been developed that there are many responsible men with cash and experience who are ready to buy newspapers and printing offices. These properties are growing in popularity.

A goodly list of papers placed exclusively with the Wanner Company already have been secured, but there is room for more, that the varied wishes of buyers may be met. A personal examination of plant and field has been made wherever possible. Written statement of assets, etc., come usually from men well known to Mr. Wanner.

Special blanks have been prepared for both buyers and sellers, which will be furnished on application. These blanks are designed so that buyers can state the kind of newspaper and location desired, and the amount wanted to invest, how much cash and how much on time, etc., and that the sellers can give an accurate description of property, price, terms of sale, etc., all by simply filling in the blank spaces. Several properties of daily papers valued from $15,000 to $60,000, are now available for examination.

The canvass for buyers is being pushed forward, and the prospects are good for a large business. Confidential correspondence is invited. (See announcement in advertising department).

* * *

PAPERS IN LIBRARIES

Salt Lake City Republican.

The League of Library Committees, which has been holding a convention at Chicago the past week, has been considering the matter of dropping newspapers from library reading rooms on the ground that newspapers are so accessible to all that they are not essential to libraries. The committee seems likely to recommend that the libraries discontinue taking them.

If they do it, there would be a big protest. In the reading room of a large library the newspaper section is what draws the crowd. Men will hang around for an hour waiting for their turn to read a favorite journal.

Compared with a library magazine room, the newspaper section seems far more valuable as a popular educator. The magazine readers spend their time over trifling fiction or padded articles written to go with certain pictures. The newspaper is read to learn about real things that actually happen.

An hour spent in looking over the journals from near and distant cities is a broadening experience. One gets the points of view of other states, communities and sections of social life. The more newspapers a man reads, the more he sees that there are two sides to every argument.

Publishers have always been divided as to whether it is a business advantage to furnish newspapers to libraries. Some say it reduces the sale of their journals, while others regard it as excellent advertising.

HONORED FOR FAITHFUL SERVICE

A Commendable Silver Anniversary

The Northfield News is one of the bright, well-conducted newspapers of the North Star State. It is, among other things, to be commended for its clean, handsome print and the great quantity and completeness of its local and neighborhood news items, each, necessarily, contributing to its well-earned popularity. It is a newspaper of valuable service and its longer news stories, on the first page, are filled with usefulness to home interest and institutions, as well as with intrinsic interest and value.

The editor, Mr. Roe, won many friends during his attendance at the convention of the National Editorial Association at Houston, Texas, last year, as a genial gentleman and a wide-awake, progressive newspaper man. Now, we find him doing a thoughtful, generous act at his home, such as would be expected of him as one whose heart is with his fellow men and in his work of service.

The paper has an efficient employe who recently completed twenty-five years with the paper as pressman. This silver anniversary of faithful work was made the occasion of gathering the whole force of the paper at the home of the editor, and the presentation of a gold watch, as told in the following item for the News January 22nd:—

The blizzard and snow storm Saturday evening did not prevent the members of the News force from gathering at the home of Mr. and Mrs. Herman Roe on East Fifth Street for dinner and an evening devoted to music. A feature of the evening was the presentation by Mr. Roe of a solid gold watch and fob with a gold-plated Northfield News trade-mark to Ole A. Grove in recognition of his having recently completed twenty-five years of service with the News. On the inside of the case of the watch was engraved the following inscription:

Ole A. Grove
1889-1914
For Loyal and Efficient Service
Northfield News

Credit for the enviable reputation the News printery has acquired during these years for fine presswork is due entirely to Ole's mastery of his department. In his sphere he is second to none in the Northwest, and the little affair in his honor Saturday evening was a well-merited recognition of faithful service.

During the past week several important changes have been made in the equipment of the department which Grove presides over, namely, the cylinder press-room. A Babcock rear-delivery drum cylinder press that has seen over thirty years of service in the News office, and a Rockford newspaper folder of the same vintage have been dispensed with for newer and better machinery. In their place has been installed a monster Scott, front delivery, four roller press, size 46 x 62, large enough to print eight pages of the News at one impression, if desired, and an Omaha attached newspaper folder. Illustrations of both the press and folder are given on this page. Both were purchased of the well-known St. Paul firm, C. I. Johnson Mfg. Co., dealers in printing machinery and supplies.

What especially appeals to us, in this item, is the perfect, social camaraderie and friendship shown to exist between all the members of the force, the employes and the editor and his family. It is a condition that should prevail everywhere. Employers and employes should everywhere be as brethren, working in all harmony and mutual esteem, each for all and all for each, and all for the carrying on the work and business upon the success and worthiness of which all depend for accomplishment, support, usefulness and desirable recognition as worthy, honorable members of the community. With such a spirit prevailing among all the workers of the News, we are not surprised at the growth that demands and the success that enables the purchase of new and larger press and folder.

* * *

WESTERN JOURNALISM TEACHERS ORGANIZE

Teachers of journalism from the Universities of Washington, Oregon and Montana, who attended the third annual Washington Newspaper Institute held at the University of Washington, Seattle, January 13-16, under the joint auspices of the department of journalism of the University of Washington and the Washington State Press Association, organized the Western Association of Teachers of Journalism. Frank G. Kane, head of the Washington department, was elected president and Carl H. Getz, assistant professor of journalism at Montana, was named secretary. The organization which is intended to include the University of California, the University of Southern California, Leland Stanford, Jr., University, and Pomona College, Pomona, Cal., will meet during commencement week in June at the University of Oregon, Eugene, Ore.

The Western Association is to be a branch of the National Association to which all of the teachers of journalism in America, are members. Because of the distances which must be traveled to attend the annual meetings of the national organization, the branch organization was formed. Then, too, the institutions in the west have to contend with problems which are peculiar to the states west of the Mississippi River.

The association as organized, has for membership, Professors Frank G. Kane, Lee A. White, Fred W. Kennedy and Hugh Agnew of the University of Washington; Professor Eric W. Allen of the University of Oregon, Sol H. Lewis, for two years professor of journalism at the University of Kansas and now editor and owner of the Lynden (Wash.) Tribune, and Professors A. L. Stone and Carl H. Getz of the University of Montana.

MORE VALUABLE THAN POLICE FORCE

A GREAT statesman, Thomas Jefferson, once said, in substance, that he would rather have a government by newspapers than to have a government without newspapers. He recognized, correctly, the ever-present influence, restraining and corrective power of a free press—independent, conservative, courageous, well-informed and honest.

A. F. Wanner of Chicago, who has dealt with and watched newspapers for nearly forty years, remarked the other day that a newspaper was more serviceable in the way of police protection, alone, to a city than the police. He thought that this service of the newspaper, in preventing crimes, securing good order and restraining wrong-doers, should be more generally recognized in all cities and communities.

Men, without church affiliations or religious professions, frequently contribute, liberally and wisely, to maintain the churches because of the influence exerted for better morals and more desirable social conditions and for making the town or city where they reside, a better place in which to live.

This is right, but, too frequently, the service of a newspaper along like lines of moral and social uplift and the securing of good government, a community of interest and feeling, of coöperation and friendship, mutual understanding and good-will—promoting public improvements, sanitation, personal integrity and official honesty, as well as advancing business prosperity—are little appreciated or recognized.

There is no doubt in the world, but that the liberal support of a good newspaper, merely as a public institution or for the public good, by the citizens of any city, would be a profitable investment from a money point of view, let alone all the pleasure and useful information and other incidental benefits to be derived from a good home newspaper.

We sometimes feel that newspaper men do not fully appreciate their worth to a community. In the face of such facts, it certainly would be well for editors both to study more thoroughly the facts as to the valuable service that they all the time are able to, and must render, and then to educate the people with regard thereto. The support of a worthy home paper is a duty incumbent on every resident in turn for value received and all should be made to know and to feel this fact.

There are always intelligent, public-spirited men who can be called upon to aid in a campaign for the home press, to educate and help drive home the truth. This help can be obtained if they are properly approached. Hundreds of business men in our larger cities are found ready to serve on committees, and to go forth upon personal canvasses, to secure funds with no other reward in view, than the benefit to the community coming from keeping up a Y. M. C. A., and thousands are found who will contribute to the cause for the like reason.

Now, while we believe in a Y. M. C. A., we also believe that a newspaper, properly conducted, is of much greater value. The facts are on the side of the worthy home press, and it is up to the publishers and editors, properly, to present and enforce these facts. One who fails to support a home paper, liberally, is neither wise nor just, to himself, his family, his own business, nor to his fellow business men nor the community. Such a one shows himself ignorant, selfish, short-sighted, narrow-minded and unpatriotic.

The newspaper has no cause to ask for free gifts, or charity, but is always ready and willing to give full return in useful service. This fact is understood and acted upon by well-informed, successful advertisers, but there are those who do not take full advantage of the service offered, and others so mean as to count on sharing without cost to themselves the benefits, through the bringing of business to their city and to their doors by promotive advertising of others, among whom are their direct competitors. They pay their city, county, school and State taxes because they are compelled to pay by law, though even then they dodge equitable taxation as far as possible, and they shamelessly refuse, even with personal loss to themselves, to pay anything to the newspaper that largely makes possible the securing of sufficient business to support themselves and their families.

They exist through the enterprise of their competitors and the local press, with no apparent ambition to make any material progress or to even do their part in helping toward the maintaining of the institution, supported by others, from which they share large, direct benefits, and which, by their added support, would be able to double the present service.

We have had personal experience with such men for forty years, and we remember, with some satisfaction, that, after we had sold a newspaper and moved from our old home city, one man of wealth and large business interests,

whenever we met him on our visits, always earnestly urged our return and promised liberal treatment. While we were conducting the paper, he was never willing to pay more than half price for advertising and, hence, never helped with his patronage, because it was promptly declined on account of low price offered. A competitor did accept his "invaluable support" on his own terms and long since went out of business, the editor of the sheet was, at one time, driven by his wants to use society funds, which he had held as an officer, and was only saved from prosecution by the financial assistance of a friend.

The business which we established and which has always maintained fair prices, has grown into one of the largest and most profitable establishments of the city and has always paid dividends.

It is ever pleasant to be appreciated, although that appreciation comes too late to be of any financial value. It is better that the newspaper man should make proper effort to convince those whom he is able to serve "while in the way," as to the value of such service, so that those who have neglected, through lack of understanding and conviction, may not afterwards be compelled to regret, or to suffer in their conscience, for their sins of omission—their sordid neglect of duty and opportunity.

* * *

CLEARING DECKS FOR THE 1915 VOYAGE

The Alling and Cory Company in the January issue of their house-paper, "Now and Then," state the sure ways to prosperity, especially adapted to printing and newspaper offices:

"Just now we are entering the door of a new year and we can find the answer as to what we are going to get out of 1915 by sitting down and determining what we are going to put into 1915 for we will be entitled to draw out in proportion as we put in.

If you would have the year 1915 bring you success and fortune you will call all hands on deck and lay before them your plan—your compass; you will scrape off all the barnacles that have gathered in the past and that greatly impede your progress, you will calk the leaks, you will strengthen the weak timbers and you will put your craft and crew in first-class sailing condition. You will reorganize your crew thoroughly, so at the signal of 'Full steam ahead' every man will jump enthusiastically to his particular position and fill that position as he has never filled it before."

This does not come too late in February, the month of all others in which arrangements are made for the business of the year.

The balance sheets, the invoice, the clearing up and adjusting of business in January take most of the time not occupied in keeping the wheels turning, but in February the decks are clear, ready for the voyage, for the purchase of needed machinery, types, presses, furniture and appliances and for pushing an advertising campaign.

* * *

Wisdom of Consolidations

It is said that there can never be too much of a good thing. A newspaper is a good thing and has much increased in quality and quantity of matter of late years, through what has evidently been a public demand. The newspaper reader today wants a view of the whole world of events, of new knowledge, theories, philosophies, discoveries, inventions, and so on to the end.

However, it is very evident that, with the great cost of production, there can be too many newspapers for profit to the publishers, as it has recently been shown that there can be too many parallel lines of railroads for profitable operation at economic transportation rates.

The remedy, for newspapers, at least, is through consolidation. An examination of recent newspaper directories will show that mergers have been on the increase during the past decade. The increased cost of the increased size has been one leading cause. There is a waste in running two newspapers where only one can exist with profit or four where only two ought to grow.

Modern newspapers in a community must each carry all the news, and there must be an unnecessary duplication of service at a loss to all the publishers and with a cost greater than any possible gain to the readers and advertisers, where there are too many endeavoring to cover the same field, and the glory does not make up for the loss and unnecessary cost.

* * *

ILLINOIS CAPITAL NEWSPAPERS MERGE

Springfield, Ill., January 11.—Announcement was made today of the purchase of the Springfield Record by David Stern, president of the Springfield Evening News. The paper will be known as the Springfield News-Record and will be independent Republican in politics. It will hold the unique position of being the only afternoon newspaper in the capital city of Illinois.

International Press Congress

World Interest and World Service — Representatives of the Great Journals of the World and of Associations of Every State and Nation, Will Attend at San Francisco, July 5th to 10th.

THE International Press Congress will be held at the Panama-Pacific Exposition at San Francisco Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday, July 5, 6, 7, 8, 9, and 10, 1915. The purpose of the Congress is the consideration of questions of professional importance to journalism. It will be in no sense sectarian, partisan or sectional, but will concern itself with the highest interests of journalism as a world-calling, an international congress. In organization and aims it will be similar to the World's Press Parliament held in St. Louis in 1904, which was opened by Secretary of State John Hay.

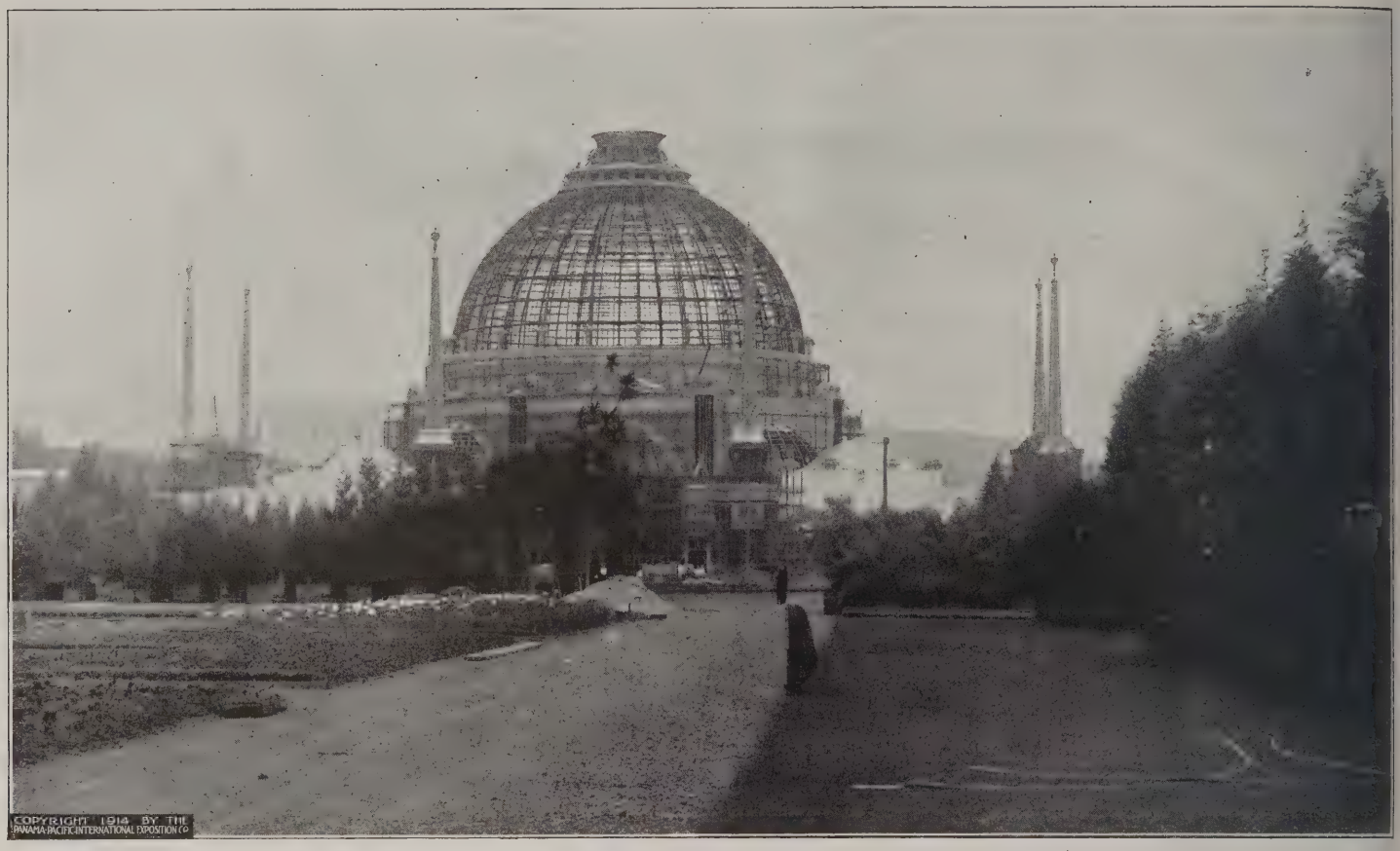
The program of the congress, which is projected upon broad lines, will include addresses, conferences and discussions that will attract world interest and will aid in world service. Representatives of the great journals of the world and of the press associations in every state and nation and writers most closely identified with journalism will participate. Questions of vital interest to the new journalism will be considered. The congress, it is believed, will make a contribution of large, permanent value to the profession of journalism throughout the world.

The advisory committee of the congress is as follows: E. H. Baker, of the Cleveland, Ohio, Press; W. H. Cowles of the Spokane, Washington, Review; Jason Rogers of the New York Globe, and W. C. Nichol of the Vancouver, British Columbia, Province, representing the American Newspaper Publishers' Association; George E. Hosmer of Denver; L. C. Cramton of the Lapeer, Michigan, Clarion; A. D. Moffett of the Elwood, Indiana, Record; Edwin Albright of the Gallatin, Tennessee, News, and J. P. Baumgartner of the Santa Ana, California, Register, representing the the National Editorial Association; Frank B. Noyes of the Washington Star, president of the Associated Press; Roy W. Howard of New York, president of the United Press Associations; John Clyde Oswald, of the American Printer, New York City, president of the Federation of Trade Press Associations; Dr. Talcott Williams, director of the School of Journalism of Columbia University; Merle Thorpe, professor of journalism in the University of Kansas; Frank L. Martin, professor of journalism in the University of Missouri, representing the American Association of Teachers of Journalism; Louis N. Hammerling of New York, Solon J. Vlasto of the Atlantis (Greek daily) of New York City, and C. L. Orbach of the Slovak V Amerike (Slovak daily) of New York City, representing the American Association of Foreign Language Newspapers; Henry King of the St. Louis Globe-Democrat, Charles W. Knapp of the St. Louis Republic, and Walter B. Stevens of St. Louis, representing the World's Press Parliament.

Delegates to the congress have been invited from every state, national and international press association in the United States, as well as from socieites, associations and institutes of journalim in other countries. Many such organizations have already appointed delegates. It is expected that representative delegations from every American state and from practically every nation will attend. Special facilities for seeing the Exposition and for visiting the Pacific Coast will be extended by the Exposition, the city of San Francisco, and the state of California. The director of the congress is Walter Williams, dean of the School of Journalism of the University of Missouri.

* * *

Dean Walter Williams, L.L.D.,
Director of International Press Congress.



PALACE OF HORTICULTURE

HALF DOME OF PHILOSOPHY PALACE OF EDUCATION

Proposed Itinerary of National Editorial Association Meeting and Outing, California, 1915

By George Schlosser, Secretary, Sioux Falls, S. D.

Leave Chicago via Santa Fe, June 23rd or 24th, 9 P. M.
Arrive Kansas City, following morning at 10 A. M.
Arrive Denver, Colorado, Saturday, June 26th, 6 A. M.
My program at Denver would simply include breakfast, visit to the Big Indian Pow-wow, Auto ride over city. This to occupy the forenoon. Dinner at 1 o'clock. Take train for Colorado Springs. Trolley and auto ride, visiting National Printer's Home. Take train about 4 o'clock for Pueblo. At Pueblo we will enjoy a twilight auto ride about the city and be otherwise entertained until midnight. Then take our train again.
Arrive at Trinidad for early breakfast, Sunday, June 27th.
Arrive Santa Fe, Sunday, June 27th, at about 2 P. M.
Auto and trolley ride about city.
Arrive Aubuquerque same evening about 7 P. M.
300 autos will be lined up to make a twilight drive about the city. Luncheon.
Arrive Grand Canyon, Monday, June 28th at 11 A. M.
Leave Grand Canyon at 7 P. M., same day.
Arrive Los Angeles, Tuesday, June 29th at 8 A. M.
Tuesday, June 29th,
Wednesday, June 30th,
Thursday, July 1st, to be occupied with business session.
Friday, July 2nd,
Saturday, July 3rd,
Sunday, July 4th, sightseeing in Los Angeles and vicinity. Take sleepers Los Angeles about midnight, Sunday, July 4th, for San Diego.
Arrive San Diego, Monday, July 5th, at about 6 A. M.
Guests of San Diego for the day.
Tuesday, July 6th, visit Riverside and Redlands. To be entertained at both points. Tuesday evening, July 6th, leave for San Francisco.
Arrive Oakland, Wednesday, July 7th, at 8 A. M.
Present plans are to make Oakland headquarters on account of hotel accommodations. All this, however, may be changed.
Wednesday, July 7th,
Thursday, July 8th,
Friday, July 9th, to be spent in visiting Exposition and sightseeing in San Francisco and also participating in sessions of International Press Congress.
Saturday, July 10th,
Sunday, July 11th,
Monday, July 12th, to be spent in sightseeing in and about Oakland. This will probably include a trip by boat, on Sunday, in the harbor, trip to Berkeley, and visit to San Jose, Monterey, Santa Cruz, and intermediate points. The program to be prepared by cities and localities interested.
Tuesday, July 13th, A. M., take boat for trip via river to Sacramento, with intermediate stops and entertainment. Reach Sacramento middle of the afternoon. Will be entertained by Capital City balance of day and evening.
Wednesday morning, July 14th. This day will be at the disposal of Sacramento and citizens in that locality, and will be spent sightseeing. The evening to be spent in Sacramento.
Thursday morning at a seasonable hour, take train for San Francisco, which will nominally conclude the outing.

Details for return trip are working out nicely, but as so many will have choice of routes with all kinds of stop-over privileges, no attempt will be made to "herd the party," but where a considerable number arrange to leave and travel together, I will provide some features of entertainment on the homeward journey.

Many suggestions along this line, routes, etc., will be covered in a more elaborate itinerary to be issued at a very early date.

INVITATIONS RECEIVED

In this preliminary announcement of the 1915 meeting of the National Editorial Association, it will not be out of place to reproduce in part the generous invitation extended to the Assocation on behalf of the citizens of California and the great exposition management:

State of California,
Executive Office.
Sacramento, April 10, 1914.

To the National Editorial Association:

In behalf of the State of California, I desire to extend to the National Editorial Association a cordial and urgent invitation to hold its meeting of 1915 in the city of San Francisco. The Panama Pacific International Exposition will be in progress at that time, and it is our hope that it will be a great educational force in which such a body particularly, as the National Editorial Association will find advantage and enjoyment. The gathering of your Association in this State will, I know, contribute a very important influence for our people. It will be a great pleasure to us, and we will esteem it a high honor if you will be our guests in 1915.

HIRAM W. JOHNSON, Governor.

Mayor's Office,
San Francisco, April 7, 1914.

To the Delegates and Members of the National Editorial Association, assembled in Convention, San Francisco sends greetings: Permit me to extend to you a most cordial invitation to hold your Convention in 1915 in San Francisco. In that year our city will be the host to all the Nations of the World, in the celebration of our Nation's great achievement in the completion of the Panama Canal. We shall be glad to offer our hospitality to your organization, with the assurance that we will do all in our power to make your stay here a pleasant one and one that will be well repaid by a view of the wonders to be exhibited at the Panama-Pacific International Exposition. With the sincere hope that you may see fit to accept our invitation, I beg to remain, JAMES ROLPH, Mayor.

In urging the further acceptance of the city's invitation in a private letter to President Oswald, the Mayor further says:

"San Francisco, the metropolis of the West, famous as 'the city loved round the world,' is itself worthy of a visit, at any time, but during 1915, it will be the mecca for pilgrims the world over, and I sincerely hope that you will accept this invitation which I am sending to you through the courtesy of Mrs. Mary E. Hart, of this city."

"San Francisco Convention League has the honor to extend to you herewith a cordial invitation to hold your 1915 meeting in San Francisco, and pledges you such a welcome as has made the name of this city famous the world over."—Felton Taylor, Secretary.

James A. Barr, Manager, Panama-Pacific Exposition, through the courtesy of past president J. P. Baumgartner, authorized the following announcement: "You are authorized to assure the N. E. A. that every provision will be made for the comfort and convenience of its members. Commodious and comfortable halls will be provided for headquarters, either on the Exposition grounds or elsewhere, as may seem best to the Association. Press headquarters will be at the service of all members of the Association headquarters to be provided with convenient access to the telegraph and with all conveniences that have been provided by past Expositions. The usual courtesies will be extended to all members of the Association, both as regards admission to the Exposition and admission to the various concessions within the grounds. You can further assure the Association, on behalf of the Exposition and of California, that we propose in every way to make their visit to San Francisco in 1915 a memorable one. The "latch string" will be out for them from the day they cross the State line until they again recross the line homeward bound."

The Alaska Cruise Club, through their president, Mrs. Mary E. Hart, extend a most earnest and pressing invitation to the National Editorial Association.

Dent H. Robert, publisher The San Francisco Examiner: "San Francisco hopes and expects that the National Editorial Association will select San Francisco for its 1915 meeting place; as we will have the greatest Exposition that the world has ever seen, and as you will be received with more hospitality than you have ever enjoyed, we earnestly hope that you will visit us."

M. F. Ihmsen, publisher Los Angeles Examiner: "Please present to your convention in most cordial manner possible the strong endorsement we give the invitation extended to your Association to hold its 1915 convention in California next year. Southern California, with all the rest of the Pacific Coast will take pleasure in entertaining such a representative body as yours."

Robert Newton Lynch, Vice-President and Manager: "San Francisco Chamber of Commerce, extends to you a most cordial invitation to come to California in 1915 and hold your annual convention in San Francisco during the time of the great Panama-Pacific Exposition. We can assure you of heartiest welcome."

M. H. De Young, Editor: "I beg to join with others in urging on your Association the desirability of holding its next annual meeting in this city. The editors composing the Association will be well repaid for their visit and San Francisco will certainly make their stay in the city most agreeable."

B. A. Forsterer, publisher Oakland Tribune: "I am certain that the officials of the Exposition and the officials and people of San Francisco as well as the people of Oakland and the other east bay cities will make it their particular duty to see that the National Editorial Association is received and treated in a manner not heretofore excelled by any other convention city. "Come."

F. W. Kellogg, San Francisco Call and Post: "Speaking in behalf of the people of San Francisco, the Call and Post asks you to accept the invitation of "city loved round the world," and all California will give your Association the heartiest kind of welcome."

R. A. Crothers, Editor San Francisco Bulletin: "California will do its utmost to make your visit enjoyable."

Pacific Coast Women's Press Association: "We, the undersigned, representing the Pacific Coast Women's Press Association, do hereby send you fraternal greetings, through the courtesy of our vice-president, Mrs. Mary E. Hart, with the expressed hope that your next annual convention may be held in our city of San Francisco, during the coming Panama-Pacific International Exposition. Yours with best wishes."—Mrs. I. Lorrenberg, President; Mrs. W. C. Morrow, Corresponding Secretary; Mrs. Jennie R. Francocur, Treasurer.

J. R. Foster, President and G. W. Harney, Secretary, Marysville Chamber of Commerce: "We join with other California cities and organizations in extending to the National Editorial Association a cordial welcome to our state, and can assure your members that wherever they travel throughout our state they will be royally received. We hope to have the pleasure."

Elmer E. Chase, President, and Jos. T. Brooks, Secretary, San Jose Chamber of Commerce: "San Jose and Santa Clara valley sends greetings and joins with others in inviting you to hold your 1915 meeting within our state. All California will welcome you."

C. W. Fletcher, Managing Editor Times-Star, San Jose: All California would like to welcome you in 1915 at the Exposition city. All the rest of the world will be here, so why not you?"

Louis M. Cole, President Los Angeles Chamber of Commerce: "We heartily join in the invitation from San Francisco and warrant that you will be most cordially received and entertained in most hospitable manner."

Joseph E. Cain, Managing Director Oakland Commercial Club: "Oakland joins San Francisco in extending cordial invitation to the National Editorial Association to hold its 1915 meeting in the Exposition city and hope that at least one day may be given to visiting Oakland and other cities on the east shore of San Francisco Bay."

A. Dennison, Secretary Chamber of Commerce, Oakland: "We wish most heartily to join in the invitation for your Association to devote one day at least during their California visit to Oakland and the east bay shore city."

S. Glen Andrus, Secretary and Manager Sacramento Chamber of Commerce: "Our city administration and all civic organizations unite in extending a hearty invitation to hold your 1915 meeting in the Exposition city, and at the conclusion of your meeting the people of the capital city of California would like the pleasure of entertaining your delegates."

J. S. McDowell, Editor Times-Star, Alameda: "Your visit would be incomplete without visiting beautiful Alameda and I am pleased to supplement the generous invitations already extended your association and hope that you will consent to be the guests of Alameda for at least one day."

Frank Otis, Mayor of Alameda: "I take pleasure in joining the Mayor of San Francisco and Exposition management inviting you to California for your 1915 meeting in a most cordial hope that Alameda may have the honor and opportunity to entertain in our beautiful city for at least one day during your visit."

Alameda Chamber of Commerce: "We earnestly urge acceptance of California's invitation and assure you a hearty welcome, extending an additional invitation to your members to be the guests of Alameda, "the Beautiful City," for one day at least."

H. H. Hammer, Mayor Red Bluff: "Let San Francisco and the entire State of California be hostess to your Association in 1915. A real Golden State welcome awaits you."

D. D. Dodson, Editor Sentinel, Red Bluff: "The glorious hospitality of our Golden State and a genuine California welcome awaits the N. E. A. in San Francisco in 1915."

T. H. Ramsey, President Red Bluff Chamber of Commerce: "We sincerely hope you will see fit to partake of the whole-hearted welcome of our Golden State in 1915."

"We, the undersigned, Chamber of Commerce, Mayor and newspaper men of the city of Monterey, hereby endorse the invitation of San Francisco and strongly urge your body to become our guests for one day during the visit of your Association to California next year. Chamber of Commerce, by E. C. Rust, Secretary R. F. Johnson, Mayor, Wm. Sandholdt, Editor American; P. E. Magruder, Editor Cypress."

Wm. Robie, Mayor, and S. H. Chalmers, President, Chico Business Men's Club: "Chico, California, sends greetings and urges your Association to meet in San Francisco in 1915."

C. H. Edwards, Secretary Merced County Chamber of Commerce: "We heartily endorse San Francisco's invitation to the N. E. A., and trust you will accept and that we may be privileged to show you the glad hand on the occasion of your visit."

M. M. Maddox, Visalia Times: "All California heartily endorses the invitation already extended to your Association. You will be made welcome and royally entertained. Come to California."

A. A. Smith, Seattle: "In behalf of the Washington State Press Association I take pleasure in endorsing California for place of your 1915 meeting. We'll all come, too."

M. H. Flint, President and F. Wiggins, Secretary, Los Angeles Convention League: "Out of courtesy to our sister city, San Francisco, Los Angeles Convention League respectfully withdraws its invitation to hold your National Convention at Los Angeles in 1915, and joins San Francisco in inviting you to hold your national convention in that city during the year of the Panama Pacific International Exposition."

There was a difference of opinion among the members of the Executive Committee on the wisdom of holding the meeting at the Exposition city, on the theory that the attractions will be so great as to divert attendance at the business sessions, and accordingly the secretary was directed to advise with other localities outside of San Francisco.

In doing so, after making due explanations to the cities named, very pressing invitations have come to hand from Oakland, Los Angeles, Riverside and San Diego.

Joseph E. Cain, Managing Director Oakland Commercial Club: "Since my return from the east I have devoted considerable time to the subject of entertaining the National Editorial Association at Oakland in 1915. I have taken up the subject with the Exposition people, and they are perfectly satisfied and agreeable to having the convention on this side of the bay. I am already assured that the usual courtesies will be extended by the Exposition and by the Transportation companies, to the editors and their families. I will later write you more fully in regard to this matter. In the meantime I shall expect you to keep Oakland in the front of your mind, as we are determined to have your convention here, and know that we can offer more attractions and give you more personal attention than any other city on the coast."

M. H. Flint, President, and F. Wiggins, Secretary, Los Angeles Convention League: "Los Angeles Convention League, representing the commercial organizations and people of Los Angeles, extends to your Association a cordial invitation to hold its National Convention in 1915 in this city, assuring you of a most hearty welcome from our citizens, and particularly from the public-spirited people of this city specially interested in the objects of your organization. The year 1915 is to be an historical one on the Pacific Coast, marking the official opening of the Panama Canal, and the celebration of that event by the Panama-Pacific International Exposition at San Francisco, and the California-Panama Exposition at San Diego. Los Angeles, situated between these two cities, and convenient to both, affords ample opportunity for visits to the Expositions without presenting such counter attractions as might detract the attention of delegates. Los Angeles, noted for the number and attractiveness of its hotels and apartment houses and their reasonable rates, is also famous for its numerous near-by beach and mountain resorts, the former dotting the coast for sixty miles, and all within an hour's delightful trolley or automobile ride from the center of the city. Los Angeles, it is generally agreed, is the most delightful convention city in the United States, and in event you accept this invitation, the Los Angeles Convention League will be pleased to provide a convention hall and places for committee meetings free of charge to you. Kindly advise us of your action in the premises, as we want you to come to Los Angeles and enjoy the most instructive and delightful trip of your Association."

Sam S. Porter, representing the San Diego Hotel: "The City of San Diego will consider it an honor to have your association convene in this city and the Chamber of Commerce, and city in general, together with the Exposition management, will do anything and everything within their power to make the stay of your members pleasant and enjoyable, and extend you every reasonable courtesy."

H. O. Davis, Director General, Exposition, San Diego: "The Exposition will be very glad to extend to the members of your Editorial Association who visit San Diego the courtesy of a visit to the grounds, supplying each one of them with a complimentary card for admission to the grounds during their stay. During your visit to the coast, we would be very glad to have you call on us and assure you that our organization is at your disposal."

Frank A. Miller, Master of The Inn, at Riverside, opens wide the portals to his beautiful city and hotel, urging very strenuously the advantages of a quiet place with elaborate conveniences, handy to many points of great interest. He is ably supported in his invitation by Edgar Williams, Editor of the Redlands Review; Lyman M. King, Editor of the Redlands Daily Facts; R. C. Harbison, President of the San Bernardino Daily Sun, and Hon. John W. Tuthill, citizen of Sioux Falls, who spends his winters at this beautiful resort, and who has personally appealed to the secretary for consideration of Riverside as a desirable place to hold the meeting.

In this connection it may also be added that leading cities on the route, both going and returning, in Colorado, Utah, Nevada, Arizona and New Mexico have already extended a special request that the official train be scheduled to give an opportunity for special hospitality which it is their desire to extend.

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AMERICAN INSTITUTE OF GRAPHIC ARTS

"Printed Publicity"

A meeting of the American Institute of Graphic Arts, preceded by a dinner, was held at the National Arts Club, New York, the evening of Jan. 8, 1915. The subject for discussion was, "Printed Publicity," and the speakers were Ernest Elmo Calkins of Calkins & Holden, E. A. Kendrick of the Kendrick-Odell Press, and Ingalls Kimball of the Cheltenham Advertising Service.

Mr. Calkins argued for the utility of the printed message. He said it would be his policy to send out the worst of typographic botches that could be devised, if it would accomplish the purpose intended in the way of selling goods. Happily, however, no such result can be expected. It is the lucid, artistically designed and attractively printed circular or booklet which makes a convincing appeal not only to cultivated persons, but to people of all classes, and consequently the use of only that kind of printed matter is to be advocated.

Mr. Kendrick spoke of advertising, although much younger in years than printing, as being its twin brother, and he pointed out that it is only by a recognition of the fact and a close coöperation on the part of those who follow both professions that the best results for printed publicity can be obtained.

Mr. Kimball took a somewhat opposite view. The business of the printer in his estimation is to attend to mechanical details. The thinking parts should be played by the agent who is the intermediary between the printer and the customer. In his opinion "art departments" and "copy departments" should have no part in the equipment of a printing establishment.

A feature of the meeting was an exhibit of a collection of printed publicity from many representative houses.

Activities in 1914

The first dinner and meeting of the Institute was held at the National Arts Club the evening of Jan. 20, 1914, at which steps preliminary to organization were affected.

The second meeting was held the evening of Friday, April 3rd. Arthur Wiener, representative in America of the exposition of printing and book industries at Leipzig, Germany, delivered an address illustrated by stereopticon views of Leipzig and the preparations then in hand for the Exposition.

On February 16th, a committee representing the Institute called upon the Secretary of State and upon members of Congress at Washington with a view to persuading the United States Government to make an

official representation of the graphic arts of America at Leipzig. There was at first a fair promise of success, but a later combination of adverse circumstances caused the Government to render a negative decision.

During the summer, the Vice-President of the Institute visited the Exposition at Leipzig. He presented the greetings of the Institute to the officials of the Exposition, and also to the officials of the Buchgewerbehaus, the great home of the book industry in Leipzig.

Our full activities began with an exhibition of Contemporary Designs in Printing held in connection with the annual exhibit of the books of the year by the National Arts Club. Examples of work were furnished by Bruce Rogers, Thomas Naitland Cleland and Rudolph Ruzicka. They were of an exceedingly high character and the exhibition received a great deal of favorable mention.

The annual meeting was held at the National Arts Club the evening of Friday, December 11th, at which six directors were elected to make up the full membership of the Board, which is fifteen. The officers for 1915 elected by the Board are:

Honorary President, Alexander W. Drake, of the Century Company.

President, John Clyde Oswald of The American Printer.

Vice-President, J. H. Chapin of Chas. Scribner's Sons.

Secretary, Karl V. S. Howland of the Independent.

Treasurer, J. Thomson Willing of the American Lithographic Company.

The guest of the evening was Mr. Ernest B. Peixotto, traveler, author and illustrator, who delivered an informal talk illustrated with stereopticon pictures on "Pen Draughtsmen." Mr. Peixotto's pictures and his reference to them were greatly enjoyed.

A meeting of the Board of Directors was held December 30th, and officers for the coming year elected.

Two further events are scheduled, as follows:

February 19, 1915—An Exhibit and Discussion of "Illustrations." Prominent artists, among them being Hy Mayer and Harry Edwards will address the meeting.

March 26, 1915—An Exhibit and Discussion of Posters." The speakers will be H. L. Sparks, Arthur Wiener and Robert Frothingham.

It is the intention to hold an annual exhibition of the Graphic Arts every spring.

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NEWSPAPERS WOULD HAVE PREVENTED CHRIST'S CRUCIFIXION, PASTOR SAYS

Dr. Bartlett declares Plot to Slay Jesus Improbable if His Enemies had Feared Arraignment in the Press—Sees Hopeful Signs in News of the Week

"If newspapers had been in existence probably Christ would not have been crucified," said Dr. A. Eugene Bartlett, pastor of All Saints' Church, Brooklyn, in a sermon Sunday morning on, "Is the World Growing Worse—What do the Newspapers Say?" Dr. Bartlett said in part:—

"If the newspapers had been in existence the Sermon on the Mount would have been published in the Jerusalem Gazette, and all the Palestine newspapers would have had flaring headlines announcing his crucifixion. It is doubtful, if there had been newspapers in those days, that Christ would have been crucified. With newspapers, the words and works of the new prophet would have been given to the people, and they would have better understood him. The members of the Sanhedrim that plotted His death would have been afraid of the arraignment of the press and would not have dared to carry out their wicked designs upon an innocent man for fear that the newspapers would give the facts to the people and they lose thereby their popularity with their own constituency.

"Jesus looked not only to the Bible but to nature and to man; he studied the signs of the times. Living today, he might read the newspapers. He might condemn the Sunday papers because they were taking so much time that men ought to give to worship, possibly He would have disliked the Monday editions because they took away other men's Sundays; but I do not feel sure of this. It may be that He would simply have asked for all men one day's rest in seven.

"I have been reading hundreds of newspapers this week, from the East, West, North and South, reading not only headlines, but also fine print, and in the little type I found the greatest encouragement to my faith.

"What did I find? That human life is growing more sacred. I note the published record of the Pennsylvania Railroad: 188,000,000 persons carried last year, and not one passenger lost in a railroad accident. The lowest death rate in the history of New York was reached last year. A course in motherhood is to be opened in the University of Pittsburg for all mothers. Seventy-three prisoners have been transferred without shackles from Sing Sing to Auburn, and the men in Sing Sing are being treated as though they were humans.

"The week's newspapers tell of the increase of rightly directed charity. A tipless dance hall for those of moderate means has been opened by Anne Morgan. The five-cent lodging-house opened a year ago in Chicago has been proved a success; a system of loans for the poor has been arranged; a movement has been inaugurated for starting adult schools in this country patterned after the successful schools for grown-ups in Denmark.

"Heroism is alert and active. Portland (Ore.) boys offer their skin to graft on a burned boy. At Wilkinsburg, Pa., a man saves a boy from death beneath the wheels of a train and quietly walks away without giving his name.

"The records of common people from Maine to California who have celebrated golden weddings, birthdays and anniversaries, whose names have been in very fine type in the thousands of newspapers, prove that gratitude exists and love is warm and tender. The record is that the average people are keeping the path and that the current is strong toward right and duty.

"If the newspapers would publish just the same things, only change the type and headings, giving prominence to such things as I have cited, and letting the miserable failures be recorded in fine type, would you support them in their effort to encouragement of decency and optimism?"—New York Herald.

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QUAINT PAMPHLET ISSUED IN 1621 TITLED "THE CORRANT," MOST CURIOUS IN EXISTENCE

The first newspaper printed in the English language, with its old-English type and its quaint account of events in foreign countries, was a pamphlet issued in 1621. Its title, "Corrant or Nevves from Italie, Germanie, France and other places," is as curious as its contents.

For many years it had been supposed that no copy of the Corrant was in existence, but recently a copy of this interesting document, which was the first step toward the modern newspaper, was discovered.

At the time the Corrant was published freedom of the Press was a thing that did not exist. The publication of domestic news in English was forbidden by royal decree at that time, and until 1641, and this accounts for the fact that all the news in the Corrant is from foreign countries.

Even the privilege of printing foreign news was taken away by star chamber edict in 1632. But in 1641 the restrictions against both domestic and foreign news were removed.

Crude as the Corrant may seem, it was the outgrowth of a long period of "journalistic" progress. Early in the sixteenth century news letters, each intended originally to keep some nobleman or member of the royal family informed but later supplied to small lists of subscribers, came into vogue. These were written by hand.

Then came the printed news book, issued at irregular intervals in a numbered series having a common title. The next step was the Corrant, which was followed by other pamphlets of the same class.

This copy of the Corrant is owned by a New York collector, who discovered it in a volume of miscellaneous pamphlets which he had bought at an auction of old books without suspecting its value.—The Popular Mechanics.

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UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

January 20, 1915.

Fieldmen's Session.

The three days' session of the fieldmen and cost experts of the United Typothetae and Franklin Clubs of America, held at the National Office during the week of December 28th, proved to be very instructive and inspirational, and each of the men in attendance returned to his respective field with new enthusiasm and ideas. Papers were presented by those present, and problems of much consequence to the future work of the organization thoroughly gone into.

Speaking of the affair, said one fieldman: "I only hope this will become an annual, or still better, a semi-annual affair, for I have learned much, and will go back to my duties feeling fresh and full of new ideas."

* * *

Leaflet Number Five.

Leaflet Number Five, just issued from the National Office, is entitled, "Why the Service Bureau." A careful study of its contents will show new possibilities of how to take further advantage of a membership in the National body. Quoting one of the introductory paragraphs we find: "A knowledge of the experience of other printers is of great assistance in determining action when questions or problems of management confront one. Realizing this, members of the U. T. & F. C. of A. are making liberal use of the Service Bureau." A careful perusal will convince one of the value of an affiliation, and also point out in how many ways one can benefit by a membership. Every printer should request a copy of Leaflet Number Five.

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F. W. Filmore, cost expert and accountant of the National Organization, closed a contract for five weeks' service in a few plants in Washington, D. C. He is expected to complete his work about the sixth of February.

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C. L. Jones has closed a week's work in Nashville, doing special service work for one of the members there.

* * *

In his recent visit to the Chicago office, Mr. Beckett reported an increasing interest among printers upon the subject of accounting, and especially were many anxious to know how to interlock their cost system with the accounts of their general books. This is indeed gratifying news and indicates progress in our industry.

* * *

Three new local divisions of the United Typothetae and Franklin Clubs of America, to be known respectively as Palouse Valley Division, Interstate Division, and Central Idaho Division, have recently been formed in the Pacific Coast territory. These local associations represent printers of various towns, all located in points adjacent to some central point, which undoubtedly will serve as headquarters for each. The associations were formed through the efforts of Jos. A. Borden, Western representative.

Mr. Borden attended the Third Annual Washington Newspaper Institute, which convened in Seattle January 14-16.

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The Ben Franklin Club of Canton, Ohio, has affiliated with the United Typothetae and Franklin Clubs of America, and hereafter this body will be known as the Canton District Division of that body. It includes printers in Canton, New Philadelphia, Massillon and Canal Dover.

Recently the cost system was installed in nine points in this district by W. C. Parsons, cost expert of the National Organization.

Organization work in other cities of Ohio for January has also been very successful. Mr. Parsons reports the formation of a local Typothetae at Akron, consisting of fourteen members, and another at Alliance of five members.

* * *

In many of the communications received at headquarters has been noted the emblem of the United Typothetae and Franklin Clubs of America, placed advantageously upon letterheads and other printed matter. The use of the emblem has also come to the notice of the trade papers, many making favorable comment. Quoting from the Printer and Publisher we find: "The use of the Typothetae emblem has the effect of inspiring confidence in the minds of the prospective customer, by suggesting to them that the firm in question is a thoroughly progressive and reliable one."

This is but one of the many advantages of membership in the United Typothetae and Franklin Clubs of America. Every printer should write to headquarters, 550 Transportation Building, Chicago, for information regarding other features of service.

* * *

The Value of Membership.

Comparing the amount and nature of the service the National Office is willing to extend with the cost of membership, it is surprising that more printers do not affiliate with this great body. The following extract, taken from a letter of a few days ago, is typical of many: "We would just as soon try to do business without a cost system as without a membership in the National Organization."

A further study of Leaflet Number Five reveals many exact instances where printers can improve their standing in a community. Obtain a copy of this leaflet.

* * *

The February issue of the Bulletin, the official organ of the United Typothetae and Franklin Clubs of America, will contain some unusually interesting articles relating to the printing industry. A copy of this issue may be received by addressing the National Office at 550 Transportation Building, Chicago, Illinois.

* * *

The receipt at National headquarters of requests for special information from the Dutch Federation of Master Printers, Amsterdam, Holland, the British Federation of Master Printers, London, and The Master Printers Association of New South Wales, Sydney, Australia, indicate the world-wide influence of the United Typothetae and Franklin Clubs of America.

* * *

P. P. Tyler, General Secretary of the United Typothetae and Franklin Clubs of America, was in the East from January 7th to January 16th. Mr. Tyler visited Buffalo, Syracuse, Rochester and other cities, and on Saturday, January 16th, addressed the meeting of the Western New York Publishers Association at Rochester on the subject of Cost Finding.

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GOOD NEWS WRITTEN IN "ADS."

Real Pleasure can be Derived from Reading Messages of Merchants

A well-written advertisement is always a news item. It tells what, where and for how much. It is the advertiser who speaks and it is the reader who gets the message. It is glad news for both. There is pleasure in knowing that you can part with something to supply another's need just as it is a pleasure to know where you can get something that is much desired.

The news in the advertisements is good all the year around. If there is any difference at Christmas time, it lies in the fact that the service is rendered to a greater number of persons, many of whom do comparatively little buying of the sort at any other seasons of the year. Mothers, wives, daughters, sisters and sweethearts have to be bought for at Christmas time. And where is the man who knows how to shop? Really, he doesn't exist. The merchants have to write advertisements to tell him how to behave, what to choose and where to get it. They have to pave the way for him to save him from sinking, at the first obstacle, into a quagmire of embarrassment and defeat. They are doing it well this year.—Columbus Dispatch.

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NOVEL ADVERTISING IDEA

The value of advertising was never more fully realized by the business enterprises of the Eastern United States than it is today; we have long regarded the West as decidedly "in the game," and it must be acknowledged that the South has the idea, at least in spots. A novel, if not unique, example is furnished by the Evening Independent, of St. Petersburg, a winter resort on Tampa Bay. It calls itself "the sunshine paper," because on every day that the sun does not shine on the resort up to the time it is put on the street, at 4 o'clock, it gives away its whole issue. It has done this for more than four years, and in that time says it has been called on to lose the returns from but twenty-two issues. The last dark day at the resort was December 16th, and the publication says that was "the most disagreeable one experienced in St. Petersburg in ten years." Its advertising scheme undoubtedly brings results both to the resort and the counting room of the newspaper, and the novelty and enterprise of it are such as to merit reward. —Rochester, N. Y., Chronicle.

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HAVE CONFIDENCE AND ADVERTISE

Lack of confidence more than any other one thing stands in the way of a quick return to prosperous times in this country. This lack of confidence, however, is quickly disappearing and reports from financial and commercial centers as the present year closes forebodes good times ahead.

Hundreds of factories and industries which six months ago were planning to close down have been able to keep running and have declared their regular dividends which are due at the close of the year. Numerous big concerns are laying in bigger supplies than ever before, looking to a big business in 1915.

The president of the Chicago Garment Manufacturers' Association, which represents an annual $20,000,000 business, in speaking before that body, heralded 1915 as the most prosperous period that the industry which he represents has ever faced.

His chief admonition to his fellow business men was: "Have confidence and advertise."

"Advertise, and then advertise some more," he said.

If 1915 is to be a good year for the garment manufacturers it will be a good year for other lines of industries.

The successful business man is the man who advertises and the advice which was given the garment manufacturers is good advice for any man who has something to sell. It follows:

"While it is true that we shall have European trade, and equally true that South American trade is a desirable prospect, do not forget that right here in America we have the coin, the crops, the customers, and the business to take care of all the expansion you are capable of, or ever dreamed of in your most ambitious dreams.

"The United States is full of money, and confidence is sure to bring prosperity to you and yours. It is a true saying that success knows no foe but fear.

"Don't forget that it's your advertising man who puts you on the map. Unless you want to fail, don't listen to any backwoodsman who tells you that it doesn't pay to advertise. It DOES pay to advertise, and the men who are successful today are the men who realize this fact and practice it.

"Your advertising man is a great factor in putting you on the map.

"It's a good system to keep telling people about your goods, whether they are buying them at the time or not. It is even true that they may not buy them tomorrow, but they are going to buy them ULTIMATELY."—Galesburg, Ill., Mail.

ADVERTISING AS NEWS

It is to the interest of all newspaper publishers that every advertisement should have news value. Like all news, advertising, which is business news or news of business, should contain all that the public, all that the readers and prospective customers, want, at the time wanted. Every line of a newspaper except the heading, professional cards and the business directory—if such a department is maintained—should, as far as possible or practicable, be new every issue, and business cards be frequently reset, and the directory carefully revised before each issue of the publication. The news value, freshness and interest of advertisements cause them to be looked after and to be read with ever renewed interest. Of course the constant presence in a newspaper of a business announcement must necessarily have some psychological effect on the minds of readers whose eyes almost unconsciously glance at the announcement from day to day or week to week. The absence of such an announcement will be missed like the old sign from the front of an old store and hence there evidently must be some real value even in standing announcements. It does not follow that novelty should be the only end sought. Merchants who have been especially successful in business have found it profitable to give all their advertising a distinguishable individuality, yet these same merchants have made it a point that every announcement should contain the latest and most interesting news matter as to the merchandise handled. The old saying is that the first time an advertisement appears, readers glance at it; the second time they read it and the third time they buy. There is philosophy back of the saying, and for this reason, advertising should have continuity, be in some measure like a continued story, or connected narrative of the business advertised—identity should be preserved and a brief index or synopsis of preceding chapters or ads may often be repeated with profit. There is a reason for continuity as well as for an individuality that will lead the readers to recognize the advertising and, with expectation, seek the new, interesting, informing and useful news or facts that they have been accustomed to find therein. Old truths in new relations and new forms partake of the character and are in an important sense news and truth is the essential of all effective advertising. Most news is a repetition or narration of happenings, that have been occurring since society and business first existed; war was waged or peace declared. The seasons, the years and the people are new, but very like those that have preceded. Merchandise of most kinds have existed in like forms through many decades, but there is always something new in their manufacture and presentation each season. The demands are different as the surroundings and the wants of the people and the people themselves are new or different. What was news last year is again new and news this year.

* * *

Progress of newspapers in the older states is an encouraging feature of American journalism. The Binghamton, N. Y., Press recently celebrated its tenth year with a seventy-six page edition, and dedicated a new press with a capacity of fifty-six pages. The Press was founded by Mr. Sharpe Kilmer with the object of advancing the high ideals of citizenship advocated by his father.

Newspapers of the higher ideals as to good government, honest advertising, the purity of the press and the obligations of helpful service in all that improves conditions and tends to betterment every way, are winning deserved success and all newspapers are falling into line with higher standards and nobler, better, greater accomplishments.

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Did you improve the opportunities of yesterday? If you did not, forget it, except as a jog to your memory to improve the opportunities of today.

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IMPROVING BUSINESS

The Portland Oregonian gives the following encouraging facts and good reasons that point to improving busines:

"The Association Advertisers of the country assembled in convention in Chicago, after having received reports from all over the United States and Canada, report that the advertising business shows a very definite improvement over last year. This report is borne out by experiences in this section. To a certain extent advertising is regarded as a luxury; to another extent the opportunity for its development is not so great when times are hard as when they are good, for in good times it is very much easier to push the market in certain lines. Taken altogether, therefore, advertising is a very good barometer of improving conditions and the general condition of it is a valuable indication that the business of the country has taken a definite upward trend.

As a matter of fact, information from every source and in all lines of business is confirmatory of these findings. The business of the country is again getting a secure toe hold. In some lines it is better than it has been for several years, due to war demands, limited stocks and small surpluses. In others there are growing inquiries and increased movements, all of which tend to show that the movement toward better things is becoming general and that the country is slowly beginning to emerge into the sunlight of prosperity."

The Oregonian urged the fact that never before had the banks a better opportunity to help and exhorted all these money institutions to the improvement of the opportunity. This is entirely in line with the work of the modern newspaper, which is not only to inform, but to point the way, to inspire and urge to action. Newspapers should not forget or fail to improve like opportunity open to the press.

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SENSIBLE VIEWS AS TO PROFITABLE PRINTING

"Cheap Printing is Never Good."

At a recent meeting of the Davenport, Iowa, Ad Club, one of the speakers, Mr. Edward Borcherit, gave facts as to printing that ought to be urged upon the attention of all customers. They are of value to printers, as well, who are always asked to make prices in advance, a practice that, in the cause of honesty and fairness, ought to be discarded, ababrogated and driven out:

"Your printer will estimate the probable cost of your job; but you should not hold him too closely to it for he, like the rest of us, is human and likely to err.

"If bound down to a hard and fast set price he must in self-defense figure safe. If he takes the job and the time sheets on completion of it show he over-estimated his costs you would hardly expect him to lower the price agreed upon and you pay more for the job than if you had trusted to his word to charge you a fair percentage of profit above the ascertained costs.

"And right here, in conclusion, let me tell you as emphatically as I can that cheap printing is seldom—if ever—good printing; and I am sure that all of you have noticed how steadily the printed matter that has come under your observation in the last few years has improved in quality and of course in costs, and that it is becoming more true day by day that in many instances the standing of a business is judged by the printing matter it uses."

NEWSPAPER AID IN TEACHING USEFUL HISTORY

A Baltimore paper is offering gold and silver medals for the best answers to thirty questions, on Maryland history, propounded by that publication. The plan might well be followed by other newspapers all over this country, especially if care were taken to make these questions practical and on subjects that would tend to the promotion of useful knowledge that would result in greater intelligence among voters as to the things that promote the real welfare of the State along all the lines of good government, agriculture, manufactures, sanitation, education, morals, and helpful social conditions, and better citizenship generally.

In commenting on the plans of the Baltimore paper—without giving the name of the publication—the Providence, R. I., Tribune, remarks:

"Historical knowledge of this general character ought to be available in the public schools as a part of the regular course, and it should not be considered necessary for a newspaper to take a hand in stimulating the interest of children. But history as it is taught in the schools usually includes such questions as, "What was the date of the Battle of Lundy's Lane?" "Who was in command of the Federal Troops when the Siwash Indians were defeated at Careless Creek?" "What was the date of the surrender of Cornwallis?" History, in short, consists too much of relatively unimportant dates and names, and deals too little with fundamental facts.

"The examination in history instituted by this Baltimore newspaper suggests a more effectual method of treating history that might well be adopted by educational authorities. It might be profitably applied not only to the general study, but to emphasizing the value of a keener interest in local and state history."

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"BUSINESS FOLLOWS THE FLAG"

It has been said that "trade follows the flag." The flag of a nation is the standing advertisement of national existence, national loyalty, or national patriotism.

The flag of business is effective advertising—truthful, helpful, informing publicity. It is largely up to the newspapers to keep the flag flying and always at the front. It is the standard of honest worth, of loyalty to the buying public, of progressiveness and service.

H. S. Crocker Co. Official Photographers

Copyright 1914, by Panama-Pacific International Exposition Co.

Panama Pacific International Exposition.

1. Looking over the domes of the Palaces through the Golden Gate.
2. Battleship fleet off Exposition Site.
3. Bird's Eye View of the Expositttion Grounds and Palaces.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

All the industries and all the professions, in civilized countries, depend upon publicity that brings purchasers of either products or service. The most effective publicity, as well as the most economical, is honest newspaper advertising.

* * *

June and July will be the press months in California. The editor of this paper has arranged to pass February in finding out about the Pacific Coast press and writing of all the attractions, entertainments, travel, and instructive lessons that are to await the members of the National Editorial Association and the International Press Congress. The itinerary presented by Secretary Schlosser in this issue of the National Printer-Journalist was never before equalled in the history of the National organization, and assurances are given by President Hosmer and Director Walter Williams that the programs of the Convention and Congress, respectively, will be in every way equal in worth and enjoyment to all that is foretold in the itineraries and exposition, hospitalities and entertainments. The National Editorial Association was formed at a World's Exposition in New Orleans in 1885, and has been the promoter of and, as an organization, the attendant at all the great expositions in the country ever since, and it is appropriate that the convention and excursion this year should include Expositions in honor of the completing of the Panama Canal, the greatest victory of peaceful industry and engineering in four hundred years. California and the Expositions will receive immense benefits from the visits and write-ups by the newspaper men, whose writings are read by many millions in all parts of the nation, and the benefit will be reciprocal, shared in alike by the press and the people.

* * *

It is hard to overestimate the value of a careful study of the printing and newspaper business, along all features of the cost of production. For this reason, much space has been given in these pages, of late, to this subject, and every printer and publisher will find it profitable, patiently and carefully, to read and study the articles treating thereon and to set about applying the principles taught to his business.

When one is able to ascertain the cost of every branch of his business, of every job of work, of every inch of advertising, of every copy of his paper, including all overhead or incidental expense or burdens, he will, of necessity, have a perfect acquaintance with every department of production and will know where are all the leaks, if there are any, where greater efficiency is required, and, what is very important, be able to be intelligently honest with himself, with his business and with all his patrons.

* * *

Enthusiasm—a love for, a belief, pride and zeal in, one's work—must ever be counted the very life-blood for worthy existence, accomplishment and success, hence we have always believed it most profitable to point out to our readers all the possible usefulness, the great service and the ever-present opportunities inherent in the callings of newspaper making and printing.

Knowledge is power and the understanding of the working methods of a craft are essential, but without zeal, knowledge alone is of small avail, but with real zeal and understanding and appreciation of all the possibilities of accomplishment, ignorance will be overcome; all difficulties will be mastered and worthy success will be won.

* * *

Study the possibilities of your calling and get all possible inspiration. Enthusiasm conquers all else. It is a material world, but spirit wins victories of both peace and battles. Think that time well spent that is devoted to learning of all that a newspaper or printing office can accomplish for business, for community, for city, State and Nation, for all the people and all their interests, for improvement, education and betterment, in life, health, security and estate.

He has been counted a benefactor who causes two blades of grass to grow where only one grew before, but he is twice a benefactor who causes one productive thought to exist where none existed before. Thought breeds prolific results when backed by knowledge and the inspiration for accomplishment. Thought, inspiration and knowledge caused a boy, yet in his teens, to raise two hundred and twenty-nine bushels of corn on an acre of land where never over forty bushels had been produced before, and President Wilson says our fields must be made more productive to feed a starving world. A well-fed people are ready for work, for all progress and, if necessity demands, for defence in a world or any other war. It is the mission of the press to supply knowledge, inspire productive thoughts and hold forth the incentives for highest accomplishment.

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THOUGHTS OVER A HOME NEWSPAPER

A copy of the Leavenworth, Kansas, Times, looks back, with all its clearness and brightness, from our desk as we write. It is a model home newspaper and we find that it has wandered into our office by mistake. The error of the delivery was not noticed until we commenced writing. We thought that it had been sent to this office for review.

Now, the thought comes to us, how many hundreds of thousands of people, all over the land, are reached each week, when wanderers from their old homes, by home papers, and how much of gladness these bright messages bring, and how many happy memories they awaken.

Sometimes there are messages of sorrow as well as of gladness. On the first page of this issue of the Times, we notice the account of the death of an old resident, a gentleman seventy-six years of age, "whose life's history is that of the city of which he was a prominent pioneer, and whose life was one of strife in the early days when Leavenworth was in her infancy." He is described as "a man who was always a true friend and stood always ready to lend a helping hand. He had served five terms in the legislature of his State and four years on the State Board of Charities.

It is in the home newspapers, all over the land, that the lives and works of men, who have helped to build up the different communities and States, are recorded as an inspiration and examples to those living and to those coming after. Who shall say that these records are not of the broadest value and highest importance.

These papers, as well, record each day all local advances and improvements and all the measures for betterment at their beginning and source; bring public questions to the homes and hearts of the people in the friendly way, as neighbor speaking to neighbor, acquaintance and friends.

We were not surprised to read the words of a great preacher of Brooklyn, which we have reproduced elsewhere in these pages, in regard to the encouragement and cheer he had received as to the conditions of the country as a whole in all its moral, religious, educational, social, industrial and commercial affairs and improvements, through reading scores of home papers from all sections of the land. In them, he found comparatively little about crimes or corruption, little of what are worked up as sensations in the metropolitan journals, but much of the true, earnest, home lives of the people, of their worthy aspirations, undertakings and accomplishments; their victories of peace; of their marriages; of the births of their children, and of the methods of their education, their every-day work and the closing of their useful lives, as they pass away, honored and beloved by their families, their neighbors and their friends, awakening not only real sympathy and sorrow, but also ambition to live lives of kindliness, service and usefulness.

Let no one underestimate the value of the direct, practical usefulness of the home newspapers for the real well-being and the higher destinies of the Republic resting upon the character, direct influence and success of all its worthy local institutions and of all its citizens, individually and collectively.

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"THIRTY-NINTH YEAR WITHOUT CHANGE OF EDITOR OR PUBLISHER

Marseilles, Ill., January 29, 1915.

National Printer-Journalist, 4614-4620 Ravenswood Ave., Chicago, Ill.

Enclosed I hand you $2.00, to apply on subscription to National Printer-Journalist. Please receipt bill and return.

Fraternal greetings to my very many years brother editor and publisher, B. B. Herbert, who has always either headed the procession or been in the front ranks in the publishing world. Under the heading of the Plain-dealer will be found this line: "Thirty-ninth year without change of editor or publisher."

With respect,
TERRY SIMMONS.

Under the Hammer

E. E. Sheasgreen.

HE manager had been given fair warning by those who had some pretty good knowledge of what they were speaking, that he was selling his productive hours at far below their true cost.

He very promptly told the "meddlers," as he called them, to mind their own business—to leave him alone—to raise their own prices—and to go to Hades with their organization dope!

Then the secretary of the organization that represented this certain line, called and gave the headstrong manager a friendly but very pointed talk.

"And now, Joe, as sure as you persist in doing in the future as you have been doing in the past, as sure as you continue to give away from twenty-five to forty cents with every productive hour you sell into your product, just that sure will you go broke. I give your business only four years longer to live at the rate you are going. By that time, or sooner, your plant will be closed and sold under the hammer."

"You infernal scoundrel—you, a man without a business, a kid with a smooth face! Come in here, will you, and insult me, a man with gray hair, a practical man, a man who knows all about his line, a man who has built up a plant from the first end of a shoestring to one worth a quarter of a million dollars! **You** tell **me** how to run **my** business! You hireling! You go tell your members that if I cut prices, they cut a thousand times deeper. If I steal they are a hundred times bigger robbers. If I am a crook and a cut-throat—they are worse criminals—so much so, that they should all be hanged, electrocuted, shot! Now you get out of here! When anyone comes in **here** to sell **me** under the hammer—well, that will be a day long to be remembered by **that** party!" and the manager stormed out into the plant, leaving the secretary alone in the office.

The whole business world is getting awake to a few words that have come into daily use, but which are not very well understood, words like "cost system," "scientific business management," and "efficiency." These words are being worked over-time, and there are many men who are puzzled at what they truly mean.

The manager of this particular plant, which was going down-hill, and who was selling his product at a tremendous loss all the time, was one of those fellows who did not know what these new words and phrases mean.

He knew, and yet he did not know, that cost is a great law of Nature, that everything that ever was, or that ever will be, whether God-created or man-made, must pay its cost.

He knew, and yet he did not know, that the laws of balance, of distribution and of co-operation are laws of Nature, and that men deal with these laws daily in every affair of life—home, social, business, religion.

He knew, and yet he did not, that just as the night follows the day, the calm the storm, that just as all things in Nature must be balanced, so must every account of man with man, and man with God, be balanced. And that just as a tree, a spear of grass, a bar of iron, a dog, or a human machine goes back to mother earth by the law of decomposition, just so does everything that is man-made finally become a part of the earth once more. There is no fight in all Nature's kingdom like the fight of "replacing" things of a kind, of keeping things "alive," in good use and ready for using. Our clothes and shoes **wear** out and must be **replaced;** a machine **wears** out and must be **replaced;** a building **wears out,** grows old, and must be **replaced.** And it is this **actual replacement** of the **original capital** that is invested in **anything—a human machine** or a man-made machine—that gives one of the many serious problems of business that come under the scrutinizing eye of the properly constructed Cost System.

This manager, knew, and yet he did not know, that Nature's law of increase is man's low of interest, and that interest **must** be charged on all actual capital investments.

He knew, and yet heeded not, that the whole science of cost finding is based on the law of distribution (**not on any percentage method).** But the **how** to distribute expense items so that no product shall be over-loaded or under-loaded one penny—no more than Smith should be loaded up with Jones' laundry bill—that's the puzzle.

He knew, and yet he did not know, that the law of co-operation—that law of harmony that keeps the planets to their courses, that lets us walk and talk and breathe all at the same time without any apparent effort on our part, is the same law that governs in the man-made machine so that we can get a "product." This law must govern throughout the whole business organization that the highest standard may be kept and the business be saved from bankruptcy, even if no real profits are had.

This manager knew, and yet he did not know, that every time he spoke he was a

"scientific" man, using the science of languages; that every time he directed a person to "Mr. So and So, at Such and Such a place," that he was "scientifically" directing the party, and that every time he rode a block on a street car rather than walk, or "cut corners," in going about the streets or the plant, he was working "efficiently," putting forth effort in the straightest lines possible—using the fewest possible time units.

And he knew, but he did not know, that if all these laws were lived up to rigidly, if business was conducted efficiently, he would have "scientific" business management in his plant.

But apparently he did not know these things, or if he did, he did not know **how** to apply them to his business, because one creditor after another bore down on him harder, and harder, and harder.

While volume of business increased, his expenses of doing business for some reason or other out-ran this increase in sales. He was put in the same position many other plants are in today, that of having increasing sales year after year, but with **increasing costs** and a **dropping off in profits.**

A plant is known that without a cost system raised its sales to five hundred thousand dollars and yet at the end of the year had left only a record of hard work, but no profits. After a cost system was installed the sales dropped to three hundred and fifty thousand dollars—all costs of production were met and good profits were had besides.

But men cannot easily see that a little **less volume** nearly always means far **more profits** at the end of the year. That this is true they find out when they do install a cost system.

But back to our manager. His business went deeper and deeper into the quicksand of financial difficulties, every day deeper, until that eventful day arrived when the employes could not be paid. Then the wheels stopped. The clock, punched by employes as they had come to and fro to work stopped. The whole plant stopped. The business was dead. It ceased to be a "going business."

About a month after the plant doors were closed, we happened to be in the city and incidentally viewed "the remains."

What a dusty place that dead plant was! How the law of decomposition had ravaged the place in so short a time. A great noise of **hammers** was heard about the building. The hum of voices rose high as men pulled off the meat that was left on the bones of the plant. They were like a lot of vultures about the dead carcass of an animal—getting as much as they could for as little; yes, pulling, hauling, pushing, arguing—almost coming to blows in their endeavor to get things for nothing if they could.

Many men pride themselves on getting **things** for **nothing** that cost other men many dollars of capital—many hours of hard, unrelenting toil, day and night, Sunday, Monday, and holidays, month in and month out, year after year "fighting the other fellow," to the bitterest end. Such "buys," generally speaking, are very costly in the long run to those who do buy.

This manager fought the "other fellows" not because he hated them, not because they were competitors—but because like himself, they too, were in deep financial water—all struggling to raise themselves one on top of another to get just one more breath of "financial air"—just one more payday for the boys and girls in the plant. This manager with his competitors struggled—not because they wished to lose their own capital and that intrusted to their keeping by their friends—no, but because if they ceased their struggle—if they ceased their ruinous competition, they felt that all would surely be lost.

All was lost as surely and as truly as were those who went down with the great ship Titanic—because **business** men refused to immediately grab the life line, the life belt, that was being tossed to them in the shape of the modern Cost System.

Oh, yet, it hurts the pride of a man to think that with great mechanical experience and with some very good business experience, one could not alone, by his own knowledge, through his own experience pull safely and surely to a successful business end. But after all, the safest way to succeed, though a little slower, is to take outside help on "cost," for it nearly always saves "under the hammer" business.

The plant was being sold bit by bit. A machine that three or four years before cost $3,950.00 ready to run brought $865. A clock that had been used by employes on which to punch "in and out," and that had cost $365.00, was **offered** for $40.00 and no one would buy. Big belts sold for fifty cents. A hundred foot of shafting and several hangers brought $1.95.

Yes, human vultures are as fierce and as greedy as are the vultures of the air, when they have a chance.

In this country we have many thousand such "hammer" scenes a year, failures, all of them, due to the ignorance of how to apply a **few simple business laws of Nature** to a few simple

business transactions of man.

When men do learn that they must charge into their cost, rent on their property whether they own it or not; that they must add into cost an interest fund for **actually replacing** in a few years, all original capital invested (but not for "water"); that they must in addition figure an interest at prevailing rates on all capital invested whether in the machinery and office equipments, in bank balances, open acounts, work in process and all raw and manufactured stock; that they must not overlook spoilage, donations or gifts any more than salaries or postage or telephone or any of the many selling expenses—yes, when they do learn that these items **are** cost items and that they must get them back, or go broke, and get them back properly, by knowing and following to the finest divisions the law of distribution—(and which is never any kind of a percentage method of cost finding, whatsoever)—then will we all begin to feel a slight reduction in the "High Cost of Living"—which is nothing more or less than "The High Cost of Production" brought on by ignorance of what true cost is and to the "knocking-to-pieces process" of the sheriff's hammers.

And often the words of that manager revolve in the mind—"When anyone comes in **here** to sell **me** under the hammer—well, that will be a day long to be remembered by **that party.**"

Incidentally the "party" who did the selling, is selling other properties—the managers of which never knew where their true cost line of business was.

* * *

THE ELEMENT OF FAITH IN BUSINESS

Patrick Henry said in his great speech, "Experience is the only light by which my feet are guided." Yet he did not at all mean his own individual experience, but that of the world, of individuals, peoples and nations, as recorded in history. If each walked, were guided, and acted only upon his own individual experiences, by what he had seen, touched, handled, felt or heard, his progress would be slow, and he would not go far either in knowledge, accomplishment or enjoyment, and would be in constant worry and danger.

We all live by faith and not by light. Faith becomes essential in all business and all undertakings. The newspaper that possesses the absolute faith of all advertisers and subscribers, of all the public—has a possession above price and faith in that which he advertises is absolute assurance of success.

The making good, by that much, becomes the first essential of advertising or of any permanent success through advertising.

* * *

ILLINOIS JOURNALISM LOSES ITS OLDEST MEMBER

Hon. W. T. Davidson, editor of the Fulton County Democrat, at Lewiston, Ill., died on Sunday, January 3, 1915.

In an interview given to the Springfield, Ill., Journal, on January 5th, Mr. E. A. Snively, a native and for many years a resident of Fulton Co., gave the following facts as to the career of his life-long friend:

"Mr. Davidson became one of the editors and publishers of the Fulton Democrat in 1857, and a short time thereafter became the sole editor and proprietor, and remained so until his death. Mr. Davidson was born in Petersburg and was about seventy-eight years old at the time of his deaath. His parents were ardent Methodists and the home was always open to the ministers of that denomination and Mr. Davidson as a young boy was greatly loved by Peter Cartwright and other old time ministers.

Mr. Davidson was a warm personal friend of Stephen A. Douglas and in the campaign of 1858 in conjunction with the late Hon. Charles H. Lanphier of this city, managed the newspaper part of the campaign. In the campaign of 1860 he was most bitterly opposed to Lincoln, whom he had met frequently, and believed he was unfit to be president—a conclusion which he long ago abandoned and clung to the belief not only that Lincoln was the greatest man in American history, but he had been especially raised up for the work he performed while president.

"Mr. Davidson was plain spoken in the columns of his paper; his reader always knew whether he was for or against any proposition. Beginning in 1866 he made his paper the uncompromising foe of the saloon and his greatest ambition was to see Fulton County all dry territory—a consummation he lived to see.

Illinois has possessed many editors who long occupied the editorial desk, but none of them equalled the fifty-seven years of Mr. Davidson and none has had more influence on the community in which they lived. While an editor and a gentleman of the old school, he kept up with modern journalism in all things and the world is better and brighter for his effort.

"In addition to being an editor Mr. Davidson was a splendid speaker and during the semi-centennial celebration of the Lincoln-Douglas debates he was one of the speakers at a number of the places where celebrations were held. He was one of the speakers at the Douglas centennial ceremonies at the state house two years ago. Western central Illinois, so long his home, will sadly miss him because of his great ability and his constant and positive advocacy of what he believed right."

* * *

The newspaper that fulfills a real need, stands for a worthy cause, champions honesty and justice, and leads in the van of progress, not side-tracking this issue and that issue, but is fearless, unafraid, firm and true, is the paper that is read, respected and decidedly popular. The Elmira Advertiser is in this class, and the prominent advertisers are using its columns —Elmira Advertiser.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

POSITIVELY immersed in holiday editions accurately expresses my condition on this early January day; but it is my own fault—I asked for them—and I'm mighty glad I got them. The first I shall consider is that of the Belleville (Wis.) Recorder, which was introduced by the following interesting letter from its publisher, Brother Earl R. Adamson, who is evidently one of the most progressive and successful small-town newspaper-makers in the state:

Belleville, Wis., December 23, 1914.

O. Byron Copper, De Soto, Wis.

Friend Copper:—Under separate cover I am sending you a copy of the Belleville Recorder's Fourth Annual Christmas issue, dated December 18th. It is in four sections, and consists of twenty-eight pages, with colored cover.

Besides the regular professional and small ads, this issue carried thirty-three special ads—three full-page ads, thirteen half-page ads and seventeen ads of various sizes from 2½ to 30 inches each. We feel that this is a remarkable showing for a one-man shop in a town of less than 550 people. The only help received was in folding and mailing. The Belleville Recorder installed a full-size Standard Linotype last August, one of the smallest towns in Wisconsin to equip with such a machine. Next April will complete the writer's eighth year as proprietor.

Among the features are:

1. A Booster Page for Belleville.
2. A Booster Page for the Schools.
3. A Booster Article for the Library.
4. Boosts for the Social Center and Community Christmas Tree.
5. "A Name for Your Farm" article, with 300 suggested names.
6. A "Buy at Belleville" Feature.
7. History of Surrounding Towns.
8. Index to Advertisers.
9. Table of Contents.
10. Abundance of Christmas Features.

Any review or criticism will be appreciated by the writer, who is the ONE-MAN on the Recorder.

Wishing you a Merry Christmas and a Happy New Year, I am,

Fraternally,
E. R. ADAMSON.

From the foregoing description it is easy to realize that this Christmas special of the Recorder was an extraordinary one, but to fully appreciate its whole excellence one would have to see it. It was enclosed in one of the Western Newspaper Union's delightful colored covers (than which, by the way, I have never seen a prettier thing of the kind) and was withal a most creditable and pleasing creation. The number of pages is told in the above letter and as to its contents, those, too, have been pretty well outlined above. One of the most pleasing characteristics of this edition of the Recorder, as it is of every issue, for that matter, was the conspicuous intent to boost Belleville, which, like a thread of pure gold, runs throughout every page. The little village of Belleville is becoming widely famed as a place in which the citizens "get together," and I am sure that the Recorder and its wide-awake editor are in no small way responsible not alone for the fame, but for the very qualities for which the town is becoming famous. The Recorder is just as neat and progressive mechanically as it is otherwise, as evidenced by the linotyped columns and other features, including a sane make-up and advertisements set simply and conservatively, with a minimum of fancy work and an abundance of white space, Pages probably show haste of creation, nevertheless, all are quite readable. Perhaps no other Wisconsin newspaper man deserves heartier congratulations for his success and progress than Brother E. R. Adamson, maker of this thrifty little booster of the home community. And he certainly has mine.

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Grand Rapids, Minn., December 9, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We are sending to you under separate cover two copies of our Christmas issue, which was printed today. We desire your criticism.

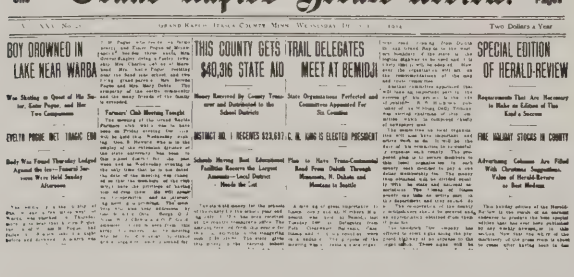
We might tell you a little about this. We have two men, a girl and a Linotype operator. They did the entire work of the issue in one week, beginning as soon as our issue of the second was mailed. We also did job work during the week. The news composition was done on a Linotype—a Junior. The press-work for the cover on a Miehle Pony and the other press-work on a Cranston, six-column quarto.

As to the business management—the solicitation of advertising was done in a period of two weeks preceding the issue. The prices received are twenty dollars a page for a full-page and twenty cents an inch for fractional pages. We do not know the cost of production, but will know it from our records at the end of the week. If you are interested, we can show you our methods of obtaining the cost and give you the figures for this particular piece of work.

We take the liberty of sending this issue to you because we feel that you are trying to help us. We appreciate trade magazines and we certainly profit from them. We value the Printer-Journalist highly and if we may ever be of service in any way to you or to the profession, just let us know.

Very truly yours,
THE HERALD-REVIEW,
L. A. Rosman.

The Grand Rapids (Minn.) Herald-Review is published by Brothers Kiley & Rosman, of whom the name of the latter is subscribed to the foregoing letter. This Christmas edition of the above-named paper consists of thirty-six pages, including the American Press Association's gayly colored cover, of which the design is artistic and pleasing, but is spoiled for me by that great mass of red. It would hardly be fair to say that the finest feature of this extraordinarily fine issue of the Herald-Review is its delightfully perfect presswork (for there are so many excellent features) but I am at once impressed with the good print secured on each of these many pages, a part of the art to which so little care is given by too many modern newspaper-makers. The same high degree of care and skill is also in evidence in the advertisement composition, but in several of the displayed spaces an incongruity of type faces precludes the achievement of perfection. Regard for adequate white margins, correct knowledge of display, sane designing and pains in ekeing out details, are some of the qualities which raise the ads in this paper to a high rank. The over use of brass rule is one of the faults the compositor should endeavor to overcome, and


Section One Grand Rapids Herald-Review. Thirty-six Pages

BOY DROWNED IN LAKE NEAR WARBA

THIS COUNTY GETS $40,316 STATE AID

TRAIL DELEGATES MEET AT BEMIDJI

SPECIAL EDITION OF HERALD-REVIEW

No. 1

in no case is a text letter a good advertising face. It should ever be borne in mind that printed things are printed but for one purpose, and that is "to be read"; and of nothing is this so irrevocably true as of advertisements; hence, nothing but the most legible type faces should enter into an ad. I could complain of the style of make-up of this sheet, so far as the arrangement of the displayed space are concerned, but so nicely has every detail of the make-up otherwise been attended to, that I am impelled to pass this point without further comment. In the make-up of the first page of this sheet the proper idea for a six-column page is so well illustrated, that I reproduce a portion of it herewith in Exhibit No. 1. In Exhibits 2 and 3 a

Diamond Feed Company

Flour, Feed
Hay, Grain
Millstuffs

Agent for the Unexcelled
Fitger Duluth Beer

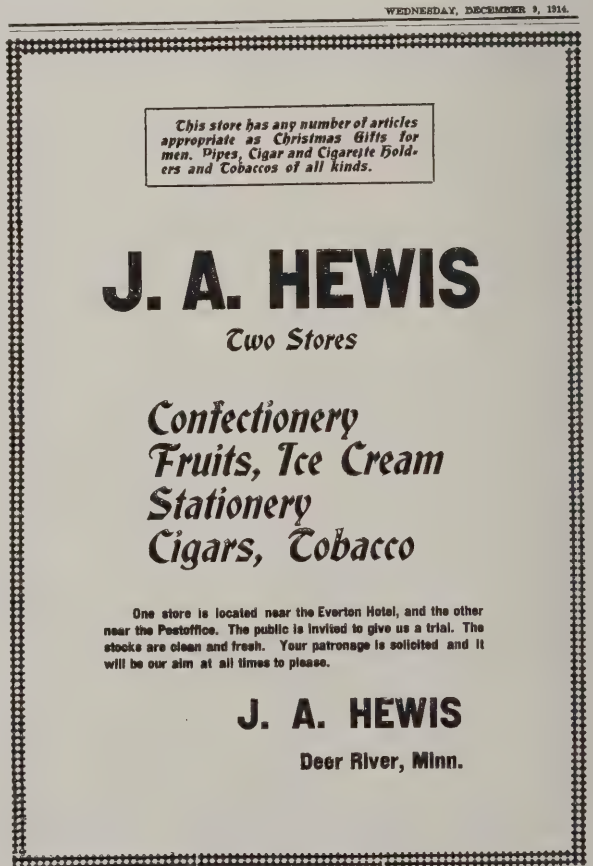
Have a case of this famous beverage brought to your home for the enjoyment of your own family and visiting friends

Telephone 181

W. C. TYNDALL
GRAND RAPIDS

No. 2

couple of quarter-page ads are being shown. In the first of these we have good massing of


WEDNESDAY, DECEMBER 9, 1914.

This store has any number of articles appropriate as Christmas Gifts for men. Pipes, Cigar and Cigarette Holders and Tobaccos of all kinds.

J. A. HEWIS
Two Stores

Confectionery
Fruits, Ice Cream
Stationery
Cigars, Tobacco

One store is located near the Everton Hotel, and the other near the Postoffice. The public is invited to give us a trial. The stocks are clean and fresh. Your patronage is solicited and it will be our aim at all times to please.

J. A. HEWIS
Deer River, Minn.

No. 3

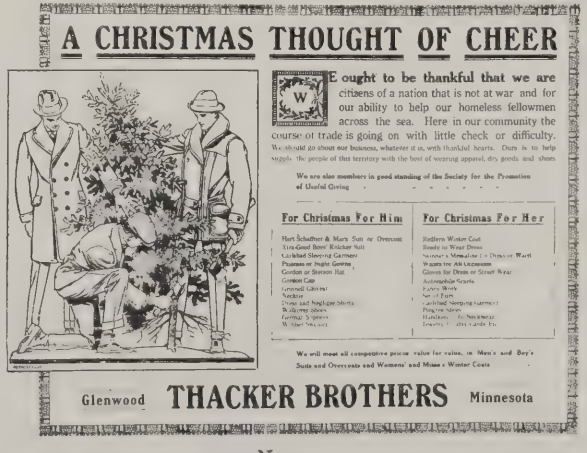
white and gray, and good balance, but discord of type faces, the latter being due to the use of four different, inharmonious series. The other is more harmonious typographically, but out of balance. Just calculate how much more pleasing this ad would have been, if all lines had been centered. But, as touching the contents of this big special, no adverse criticism could be offered. Besides the regular news features, many special articles are in evidence, including a write-up of the county school system, timely editorials, a long article on the mail order evil, historical articles pertaining to past of state and county, able community write-ups, etc., making withal an edition of great benefit to its readers. And now a word or two along another line and I will close: Note the rates Brothers Kiley & Rosman receive for their advertising space—$20 the page and 20 cents the inch for all spaces of less than a page in size. This sounds good to some of us struggling publishers who have never had the courage to ask more than eight or ten cents the inch for our space and I want to say that I consider the Herald-Review's rates about what those of a country weekly of fair circulation should be. It would be interesting, indeed, and doubtless profitable, too, to hear from Brother Rosman about the cost of this edition. I note with gratification that the editors of this sheet wisely devoted a column of their first page proper to a talk on the special edition and of the effort, enterprise, equipment, co-operation of fellow business men, etc., necessary for the creation of such a grand holiday paper; and in another column I catch a thought or two on the subject of the Herald-Review's payroll, of how it amounts to $175 per week, at times, and never runs below $150 per week, making a total of some $8,000 per annum, which, as the editor notes, after being paid to employes of the local printery, is spent again among home business and professional men—a most truthful thought of which the home business and professional men ought to be reminded occasionally. It is a good thing that present-day newspaper men are beginning to do a little advertising for themselves.

✧ ✧

Ten home printed pages and the Western Newspaper Union's attractive holiday cover constituted the very creditable Christmas edition of the Cambridge (Idaho) News, of which, in absence of a sub-head or other legal information, I am unable to say who is editor and publisher. In point of contents this is even a more remarkable edition than some more ponderous ones. The editor of the News seems to be a writer of more than ordinary ability, and he has gathered some fine features for this Christmas special of his. His first article, entitled, "In Ye Early Days," deals with the early history of Salubria valley. Next is presented a profusely illustrated story on the history of Cambridge, under the title of "Then and Now." Next follows a write-up of the Adams county light and power company, with "And There Was Light," as a title. This is nicely illustrated, too. Lastly there is a real feature story, entitled, "An Indian Story." All of these stories have been well told. Another commendable special feature is a write-up of all the business interests of Cambridge, entitled, "Our Business Houses." Illustrations also dot one of the two pages which this article covers. The News is well impressed and the displayed advertisements are fairly neat, although there is a proneness to overornament and overembellish with brass rule. Type faces are excellent, but the mechanical make-up, aside from the first page, is just opposite to that which this department has long recommended, inasmuch as all the larger spaces are hoisted to the top of the page, with the smaller ones tapering toward the bottom. The working out of this scheme, therefore, gives the advertiser, and not the reader, the column tops. Besides the several special features enumerated above, this special edition contained an abundance of news, including a fine array of letters from correspondents.

✧ ✧

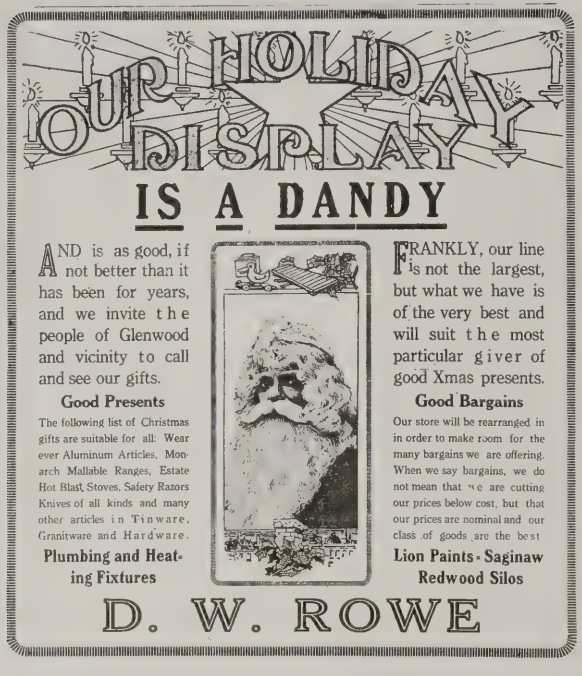
The Pope County Times, Glenwood, Minn., that excellent, progressive paper by Metcalf & Fowler, spoken of at length in last month's installment of these criticisms, came out on December 16th in a twenty-four page edition (without factory-made cover) and the way


A CHRISTMAS THOUGHT OF CHEER
E ought to be thankful that we are
citizens of a nation that is not at war and for
our ability to help our homeless fellowmen
across the sea. Here in our community the
course of trade is going on with little check or difficulty.
We should go about our business, whatever it is, with thankful hearts. Ours is to help
supply the people of this territory with the best of wearing apparel, dry goods and shoes
We are also members in good standing of the Society for the Promotion
of Useful Giving
For Christmas For Him
For Christmas For Her
We will meet all competitive prices value for value, in Men's and Boy's
Suits and Overcoats and Womens' and Misses Winter Coats
Glenwood
THACKER BROTHERS
Minnesota

No. 4

these twenty-four pages were filled with ads would make publishers in dead towns green with envy. The Times is certainly a snappy,

up-to-date sheet, and it is evidently receiving the proper kind of support from the business men of Glenwood and Pope county. Of course, the editors found many special features for this grand special edition, which was withal a most creditable product. A couple of the high grade advertisements are shown herewith as Exhibits 4 and 5. The ad-compositor on this sheet is in


OUR HOLIDAY DISPLAY
IS A DANDY
AND is as good, if not better than it has been for years, and we invite the people of Glenwood and vicinity to call and see our gifts.
Good Presents
The following list of Christmas gifts are suitable for all: Wear ever Aluminum Articles, Monarch Mallable Ranges, Estate Hot Blast Stoves, Safety Razors Knives of all kinds and many other articles in Tinware, Granitware and Hardware.
Plumbing and Heating Fixtures
FRANKLY, our line is not the largest, but what we have is of the very best and will suit the most particular giver of good Xmas presents.
Good Bargains
Our store will be rearranged in in order to make room for the many bargains we are offering. When we say bargains, we do not mean that we are cutting our prices below cost, but that our prices are nominal and our class of goods are the best
Lion Paints - Saginaw Redwood Silos
D. W. ROWE

No. 5

many respects a very clever workman, but he will find that it will improve his work, if he learns to omit more of those bold underscores.

✧ ✧

The Grant County Herald, by J. B. Lowrey, Lancaster, Wis., is represented among the pile of holiday numbers on my desk. This is a thirty-two page edition, replete with some special stuff and a glorious abundance of holiday advertising, practically all of the latter coming from home business people. In fact, the Herald editor boasts that, "You will probably not find in the State of Wisconsin a weekly paper this year that will issue a Christmas special as large as this number of the Herald, nor one in which the patronage is so largely represented by the 'the men at home'." This edition of the Herald was enclosed in a tri-colored cover, the central design of which represents Santa Claus descending to the chimney top from his air-ship, his bagful of toys dangling from his shoulder, with a birdseye view of the village silhouetted against the yellow moon half sunk behind the distant horizon. I do not know the maker of this cover, but, compared with the two handsome covers already mentioned, it has a decidedly "cheap" appearance. In spite of the great abundance of advertising with which this number of the Herald is filled, all of it seems to have received careful treatment at the compositor's hands, and in every way mechanically the Herald is first-class, except that in making up, the advertising on the right-hand pages is often thrown to the left-hand side, whereas the opposite page is made

GRANT COUNTY HERALD

TRIBUTE TO MEMORY OF PATRICK BARTLEY

MANY CASES DECIDED BY SUPREME COURT

OFFICERS CHOSEN FOR FAIR SOCIETY

FAT STOCK SHIPMENTS ARE RUNNING NORMAL

No. 6

up correctly in the opposite fashion, and thus, when the paper is opened up, all the advertising on both pages are brought together between the two. That a neat style of heads and an equally pleasing style of make-up is employed by this publication, I go to prove by reproducing half of the first page of this issue. (Exhibit 6.)

✧ ✧

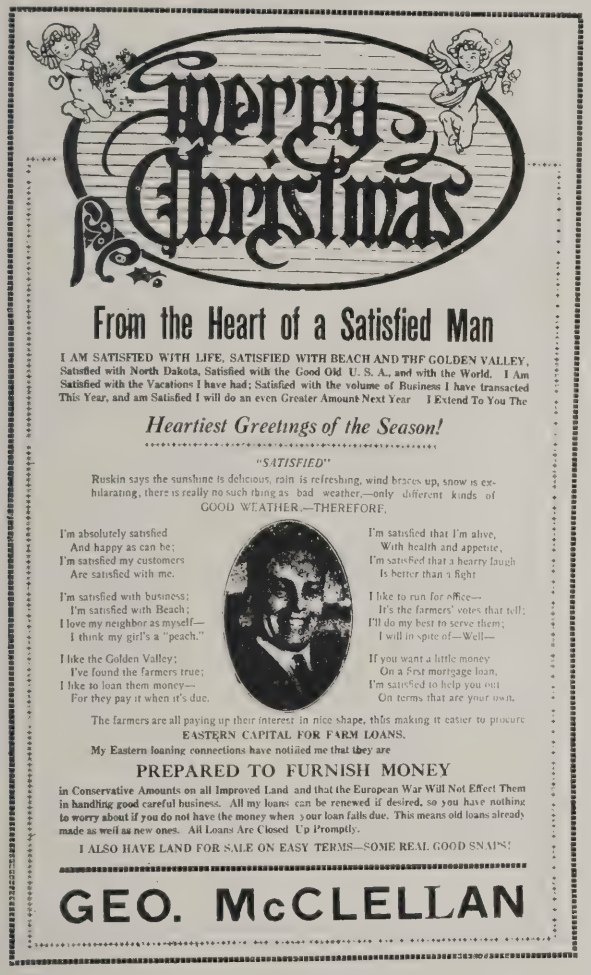
Most of us home newspapers publishers feel pretty proud of ourselves when we succeed in getting out one Christmas edition of our publication, but Richard Brothers, the enterprising publishers of the Golden Valley Progress of Beach, N. D., issued two of 'em this year (or

SANTA CLAUS' HEADQUARTERS
WE HAVE A VERY COMPLETE STOCK OF ELEGANT GIFTS
Suitable for Every Member of the Family and Sweetheart
A Merry Christmas and A Happy New Year!
OTTO STENSRUD

No. 7

rather last year) one on December 11th and the other on December 18, 1914. Each edition

consisted of twenty-four pages and both were enclosed in covers similar to that described in the paragraph above pertaining to the Grant County Herald. Both editions were most liberally patronized by local business firms, the first containing four full-page ads and one double-pager, besides many of lesser dimensions. The second edition was not quite so liberally supplied with ads, more's the pity, hence four pages came out blank. Most all of the special feature stuff for these specials was gotten from the plate houses, but the news-


Merry Christmas
From the Heart of a Satisfied Man
I AM SATISFIED WITH LIFE, SATISFIED WITH BEACH AND THE GOLDEN VALLEY, Satisfied with North Dakota, Satisfied with the Good Old U. S. A., and with the World. I Am Satisfied with the Vacations I have had; Satisfied with the volume of Business I have transacted This Year, and am Satisfied I will do an even Greater Amount Next Year I Extend To You The
Heartiest Greetings of the Season!
"SATISFIED"
Ruskin says the sunshine is delicious, rain is refreshing, wind braces up, snow is exhilarating, there is really no such thing as bad weather,—only different kinds of GOOD WEATHER.—THEREFORE,
I'm absolutely satisfied
And happy as can be;
I'm satisfied my customers
Are satisfied with me.
I'm satisfied with business;
I'm satisfied with Beach;
I love my neighbor as myself—
I think my girl's a "peach."
I like the Golden Valley;
I've found the farmers true;
I like to loan them money—
For they pay it when it's due.
I'm satisfied that I'm alive,
With health and appetite,
I'm satisfied that a hearty laugh
Is better than a fight
I like to run for office—
It's the farmers' votes that tell;
I'll do my best to serve them;
I will in spite of—Well—
If you want a little money
On a first mortgage loan,
I'm satisfied to help you out
On terms that are your own.
The farmers are all paying up their interest in nice shape, this making it easier to procure
EASTERN CAPITAL FOR FARM LOANS.
My Eastern loaning connections have notified me that they are
PREPARED TO FURNISH MONEY
in Conservative Amounts on all Improved Land and that the European War Will Not Effect Them in handling good careful business. All my loans can be renewed if desired, so you have nothing to worry about if you do not have the money when your loan falls due. This means old loans already made as well as new ones. All Loans Are Closed Up Promptly.
I ALSO HAVE LAND FOR SALE ON EASY TERMS—SOME REAL GOOD SNAPS!
GEO. McCLELLAN

No. 8

service was good, in spite of the extra amount of work. Presswork and advertisement composition were also good. As proof of the latter statement, I show herewith two ad specimens—and I hope the last of these may be legible enough to be read, as the wording is its principal attraction. (Exhibits 7 and 8.)

✧ ✧

George H. Speck, of Pemberville, Ohio, always exclusively original, or nothing, issued a holiday edition of his Leader, but the twelve page paper was covered in a folio of pink paper printed attractively in the home shop. Of course, there was special Christmassy matter in this special holiday number of the "Pusher of Peaceful Pemberville," both of plate and otherwise, not to omit mention of an abundance of live, sprightly advertisements, but the thing that interested me most was a story of some length on "Our New Linotype," telling of of the late installation of Model Five, No. 9,568, to replace the Junior, whose installation I heralded in these columns with joy some time ago. Brother Speck wrote the story, of course, but he makes believe, in a very clever way, which he can easily assume, that the Model Five is telling its own story. And, let me tell you, it's a pretty interesting tale, at that, and I'm mighty glad to have had the privilege of reading it and learning at the same time of the improvement wrought in the equipment of the shop from which emanates weekly one of the brightest home-town-boosters in America.

✧ ✧

Brother H. H. Hallett, publisher of the Kensett, Iowa, News, was another enterprising newspaper-maker who was content to issue his holiday edition with nothing more than a home-made cover page. Thanks to the plate houses the effect was quite pleasing and appropriate. And for the special Christmas features within the inner pages of this number of the News we have also principally to thank the plate houses again. Nevertheless, the edition was successful and praiseworthy, and doubtless as a commercial proposition it paid, for its pages are liberally patronized by the business men of Kensett. News-service was well looked to and all mechanical features were also kept up to usual high standards. One particularly nice feature was the presentation of several pictorial pages, made up of half-tones from the office cut cabinet, including views of local residences, churches, business buildings, factories, etc. One often sees such pages in foreign papers, and, I dare say, they prove quite as interesting to many American readers.

✧ ✧

Brother Otto C. Waltsgott, publisher of the Berrien County Journal of Eau Claire, Michigan, chose the A. P. A. Christmas cover for his holiday edition of eighteen home-printed pages, exclusive of the cover. The Journal never lacks for advertising, and, as might be expected, this special Christmas number was most abundantly supplied. It was all treated in a most tasty, intelligent way, too. Presswork was first-class and the news features were even more excellent than ever. Special features were a pageful of "letters to Santa" from the little tots of Eau Claire and surrounding towns, and a "Christ-

mas Directory," in which were listed the shopping places of the Journal's field. One of the pleasing half-page advertisements (Exhibit 9)

CHRISTMAS
The Most Complete Line of Holiday Goods at the Most Reasonable Prices Ever Shown in Berrien County
Presents For Her
Victrolas
$15 to $200
Presents For Him
CAMERAS
$2.00 to $25.00
RICE & WANAMAKER Proprietors
Red Cross Drug Company
Interurban Station Benton Harbor, Mich.

No. 9

in this specimen is being reproduced herewith. Notwithstanding that this is a borderless creation, it is a very creditable piece of type-work, being simply and neatly planned and executed.

✧ ✧

It may be possible, but it scarcely seems probable, that I shall meet with another such wonderful edition as this holiday number of the Winnebago City (Minn.) Enterprise. It seems almost incredible to say that it consisted of eighty-eight home-printed pages—but, having looked them through, I'm convinced. It is called the "Christmas, Booster and Souvenir Number," and I should readily concede that it is all that, and more. In point of contents it is one of the most elaborate and one of the grandest editions that have been placed before me this year. It is impossible that I should do a ponderous creation like this justice in a single short paragraph, such as to which I am forced to confine myself, but, in order that my readers may have some conception of its extent and excellence, allow me to become briefly descriptive: First, let me explain, there are eleven sections of eight pages each, with contents as follows: Section 1—Front cover page, with design of the earth, wreathed in holly; an article on the past and present history of the biggest little town in the state—Winnebago City—population 1,700. This is nicely illustrated and well written. A historical sketch of the city, also profusely illustrated. A pageful of letters to Santa Claus from Winnebago City children. Section 2—All the news of the week and several big advertisements. Section 3—This is the editorial section, and let me confess, honestly, that I haven't come across anything of the like that was spicier or better. It contains two and one-half pages full of double-column, long-primer headed paragraphs of mighty good dope. Then there is a pageful of philosophy from the Village Philosopher, consisting of short paragraphs of rare wit and wisdom, and a pageful of equally clever stuff under the title of "The Innocent Bystander." The other three and one-half pages of this section are occupied by advertisers. Section 4—Christmas plate matter and advertising. Section 5—Casual Comment and Sporting Review of the Year 1914; A Christmas Sermon by the local Methodist minister; special plate features and more page and half-page ads. Sections 6, 7, 8 and 9—"Boiler plate" and more and more advertising. (N. B.—I beg to call attention to the fact that I have used the print-shop term "boiler-plate" merely as a matter of habit, and with no desire to deride or disparage; in fact, I feel moved here to go on record as heartily approving of the use of these plate features in special editions. They are often far better than home-made stuff and always high grade. It is wonderful how the plate houses have anticipated the needs of the country press; or is it a wonder how nicely the country press has made use of that which the plate houses have created?) Section 10—In this section we have a historical sketch and some present-day facts about Delavan, a neighboring town (well illustrated), more advertisements and Christmas plate. Section 11—More of the seasonable plate and the endless advertisements. F. E. Hadley is the talented editor of this enterprising sheet, and I freely pardon him, if he feels somewhat proud of his Christmas edition this year, which is not only excellent in point of contents, but a creditable product mechanically, too. Press-work is above criticism and the ads are pleasing because their compositor possesses a fine regard for abundant margins and masses of white space.

✧ ✧

A W. N. U. colored cover adorned the holiday edition of the Stuttgart (Ark.) Free Press, which was a praiseworthy newspaper effort, consisting of three eight-page sections, all home printed. Numerous displayed advertisements, liberal in size and up-to-date in text, rendered the use of an unusually small amount of plate in this big special, which in every respect mechanically was of a high grade. A tendency toward simple styles and a right regard for white space on the part of the compositor make the displayed columns attractive, and occasionally I detect a real stroke of art in this work on the Free Press. A clean, even print also adds no little to the sheet's excel-

lence. In the main, then, Williams Bros., as proprietors of this paper, deserve this department's congratulations.

✧ ✧

The Maury Democrat, that progressive Southern sheet of Columbia, Tenn., issued a Christmas edition, too. It consisted of thirty-two pages, without cover, but possessed an attractive front page, made artistic by the use of that popular "Happy Santa Claus" cut issued this year by one of the plate syndicates. Down each outside column alongside of "Happy Santa" were duplicate ornamental plates, made up of a mass of holly, mistletoe, Christmas bells and Santa Claus' smiling visages. The Democrat was increased to such ponderous size principally to accommodate the demands of its many progressive advertisers, who used perhaps a score of pages to promulgate information concerning their holiday wares. In many respects the Maury Democrat (which I have reviewed on more than one past occasion) is a most excellent publication. It is thrifty and progressive and always excellent in point of contents; but measured by the standards of this department, in the matter of mechanical make-up, it is usually all wrong. The advertisement composition, while not lacking in strength and service, lacks the elements of art so essentially necessary in modern publicity printing. The compositor intermingles too many faces of different families in a single specimen, employs at times too many underscores and rules, and doesn't always grasp the correct idea in massing.

✧ ✧

In point of typography I believe this holiday number of the Carrollton (Ill.) Patriot has anything of the kind which I have received this month beaten considerably. To illustrate what which I consider so good, I am showing the first pages of the two sections of this edition. (Exhibits 10 and 11.) I have but one criticism to make and that is: There should have been a trifle less space between the words in the title and another nonpareil between the title and the head rule. The marked harmony the title and the face employed in the headings is most pleasing to me. I do not know whether Brother Chas. Bradshaw (editor of this sheet) considered this a Christmas edition or not, for it seems to be merely his regular issue for December 10th, supplemented by a "Christmas Magazine Section," containing letters from Greene county folks who have migrated to other climes, which seems to be a regular annual stunt of the Patriot. "Twentieth Annual Postal Reunion of Greene County Wanderers," is the title over these letters, as can plainly be

CHRISTMAS MAGAZINE SECTION

THE CARROLLTON PATRIOT

Twentieth Annual Postal Reunion of Greene County Wanderers

A Toast to Greene

No. 10

seen by the miniature reproduction, and the missives certainly form a most interesting and

16 PAGES—PART ONE

THE CARROLLTON PATRIOT

MUST ENLARGE

ASPHYXIATED

No. 11

entertaining feature for the paper's readers. The Patriot is all-home-printed on a high-grade of paper, its typography, presswork, editorial work and all are exquisitely good, hence it is as nearly a perfect country weekly as I am acquainted with. I do wonder if Eric Allen of Oregon University, has it on his list of best American papers. He ought to have, at any rate.

✧ ✧

And now, toward the bottom of the pile, where it was inadvertently deposited, I run across this interesting letter from the brother to whom I am evidently indebted for the copy of the Christmas edition of the Cambridge (Idaho) News, which I reviewed some paragraphs back, and concerning which I was then considerably "in the dark." Because the letter contains some information of interest concerning the edition of the paper mentioned, I am pleased to quote it here:

Cambridge, Idaho, December 22, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Old Timer:—Under separate cover I forward you a sample of the Christmas edition of the Cambridge News for criticism. This paper was produced in a small town of about 350 people, in a somewhat isolated section of the County of Washington, Idaho. The proprietor of the paper, Thomas Nelson, has kept his office far ahead of the town. This week he will install a standard Model K Linotype, so you can readily see that he is still keeping ahead. The display ads in the special edition will be evidence that in the matter of type faces he is up-to-date.

The ads in the special edition were all set by myself. The press-work was done by Mr. Nelson on a super royal Gordon jobber. The edition was produced under difficulties of a more or less severe degree. Other job-work interfered, as did the getting out of the regular editions for the two weeks prior to the date of the special.

The reason I addressed you as "Old Timer" is that I have for years been sending you special editions and such matter from various offices in the northwest, have read your writings and have learned more than a little by so doing. I happened to be around this section on account of other business matters, and helped Mr. Nelson out during the rush. Personally, I have reached the place in life where I do not have to work at the old trade unless I wish to—and that happens about once a year. I like to set type in a well-equipped shop—and while my present business keeps me a-travel quite a little, I pass up all shops that are not up to the times. I believe there is no good reason for printing shops to be in the rut of the olden days, and I have succeeded in convincing many an owner of a shop of that truth.

I have not seen a copy of the National Printer-Journalist for some months—as I left my home in Salt Lake City half a year since and will not return until spring. See to it that Mr. Nelson gets a copy containing the criticism—he will "kick through" with a subscription. I trust the copy and this letter will reach you, taking it for granted that you are still at the old stand—treating the fraternity with monthly communications of your philosophy.

With best wishes of the season, and hoping your shadow may never grow less,

Yours,

JOHN BENTON.

✧ ✧

A real special Christmas edition is this one from the Silverton (Oregon) Appeal, by Editor H. E. Hodges, consisting of two quarto sections and a creditable home-made cover of heavy white antique stock. It is not stretching the truth in the least to say that this is in every respect an excellent edition. The cover, although printed in plain black, is nicely and neatly gotten up, and for the paper's pages many special articles were prepared. All of these special features were well illustrated with half-tones and the whole edition generously

No. 12

patronized by local business people. The literary merit of the articles mentioned above is no less apparent than the excellent press-work and the highly artistic work of the compositor who set the many displayed advertisements. One of the attractive ads is being shown herewith as Exhibit 12.

✧ ✧

Last, but not by any means least, among this month's contributions are these three forty-page numbers of the Bloomsburg (Pa.) Morning Press, that excellent daily which I have had opportunity to praise more or less highly on several past occasions. Think of it—a forty-page Christmas edition on each of the three Saturdays preceding Christmas Day—December 5, 12, and 19—besides the regular daily editions of normal size. That's what this live Pennsylvania paper put out, and any one of these issues—yes, every one of them, was a positive credit to the shop and town from which it emanated. Regular readers of this department of the National Printer-Journalist will

Christmas Sale

Specially Low Prices on Our Exceptionally Fine Big Stocks of Practical, Acceptable Holiday Merchandise

Now when your Christmas money seems all too little to purchase the many gifts you'd like to give, we inaugurate our Christmas Sale, offering splendid stocks of practical gift goods of all kinds at saving prices! It provides the most economical solution to all of your gift problems! Never before have we had such splendid assortments for you to choose from! It required months of preparation on our part. In each and every department you will find innumerable gifts that will be heartily welcomed by recipients. And reduced prices are marked on all.

Come to the Christmas Sale at the Christmas Store! Purchase gifts for men, women and children at present prices and save! Buy early - buy now - buy here!

Opening of Our Toy Department

Holiday Jewelry and Cut Glass

Buy a Gift a Day

What Every Man Would Like to Receive

Victrolas

Fancy China

Victrola Records

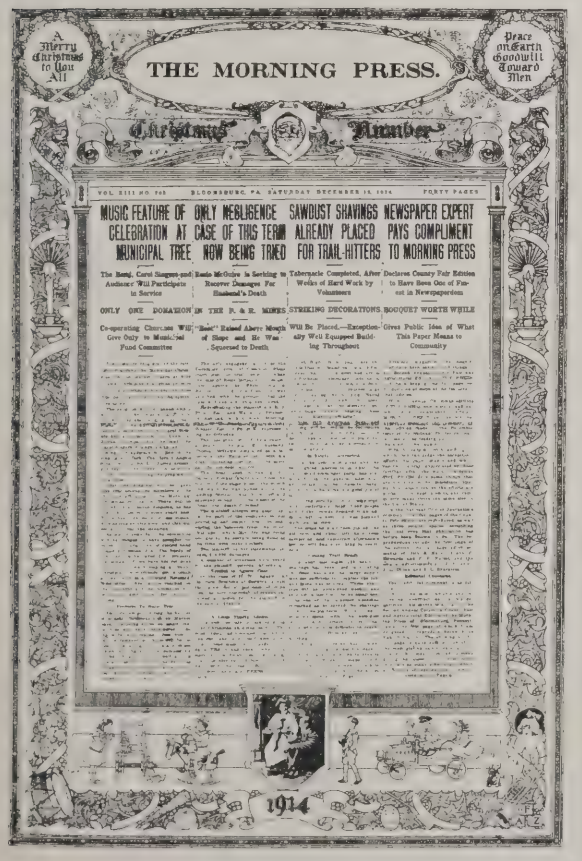
Lamps for Gifts

Women's Apparel The Ideal Gifts

The Road to a Child's Heart Lies Through the Gift of a Set of These Children's Furs

Berwick Store Company

No. 13



THE MORNING PRESS.

Christmas Number

MUSIC FEATURE OF ONLY NEGLIGENCE SAWDUST SHAVINGS NEWSPAPER EXPERT CELEBRATION AT CASE OF THIS TERM ALREADY PLACED PAYS COMPLIMENT MUNICIPAL TREE NOW BEING TRIED FOR TRAIL-HITTERS TO MORNING PRESS

ONLY ONE DONATION IN THE P. O. R. MIXES STRIKING DECORATIONS, BOUQUET WORTH WHILE

1914

No. 14

Buy Xmas Gifts for Everybody at the Pursel Store

Let Your Christmas Gift Be a Practical One

There can be as much sentiment behind a practical gift as behind a pretty bauble. And it has a twofold value insofar as it conveys the usual assurances of esteem, at the same time relieving the person to whom presented of the necessity of buying that very thing at a later date.

Practical gift suggestions run riot here. Just consider the possibilities in apparel, dress accessories, home utilities, novelties, etc. We can supply these at invitingly small prices from our fine special Christmas stocks.

Suits in Effective Styles and Fabrics

Pyralian Ivory

WHO WOULD REFUSE GLOVES?

Fine Line of Holiday Books

Furs Make Splendid Gifts

A Christmas Purchase of Undermuslins

Umbrellas Are Always Acceptable

50c Will Buy Any of These Gifts

Hosiery

Why Not Shoes?

Handkerchiefs in Pretty Boxes

Furniture Makes Most Acceptable Gift

Why Not Put a Victor-Victrola in Your Home This Christmas

Royal Society Packages

F. P. Pursel

No. 15

doubtless remember my late review of the County Fair Edition of this same publication. I recall that I was moved to heights of some eloquence when I examined that perfect number; but here I have three such numbers—three editions of forty pages each—120 pages all told, and, believe me or not, in spite of the fact that I have been writing steadily since early morning and it is now 9:40 P. M., I waded through every one of these hundred and twenty pages—in fact, was so pleased and interested that I was simply led on and on and on, until the first thing I knew I had finished inspecting the last section of the real Christmas number dated Saturday, December 19th. I do not know of another daily published in a city the size of Bloomsburg that is so excellent in every way as this thrifty sheet, and, although I said for it about all that an honest critic could, when considering its Fair Special, I still feel inspiration tugging at me and I realize that even yet I haven't done this contribution full justice. Still, in view of my long day's work, as truthfully confessed above, I may be pardoned, if I cut this paragraph rather shorter than the subject deserves. I want to say, however, that I detect all the praiseworthy features in evidence in these fine Christmas specials of

this progressive Bloomsburg daily, which I saw and praised in the former special number with which I was favored; and, because I believe they ought to prove of inestimable benefit to every printer and newspaper-maker who scans these columns for personal profit, I am reproducing several pages from these issues before me. (Exhibits 13, 14, 15, 16, 17, 18.) The first is a picture of the attractive front page of the latest edition; the following three exhibits are from full-page ads, representing my conception of all that is desirable in modern advertisement composition; the next I show as a suggestion to others—a page composed of many ads of interest to home-owners and

Our Store Will Be Open Evenings From Now Until Christmas

SANTA CLAUS CALLS YOU TO THIS STORE

Where All Remaining Gift Matters Can Be Settled. Only 5 More Shopping Days 'Til Xmas. It's Time to Get Busy.

Xmas Sale

Why Our Groceries Are So Good and Cost So Little.

What Men Would Like to Receive

Pictures Make Acceptable Gifts

The Toy Bazaar

In the Basement, is a Busy Place These Days

Are You Going to Send Christmas Cards to Your Friends?

Gift Novelties for the Baby

You Needn't Look Elsewhere for Xmas Slippers

Dainty Muslin Underwear For Gifts

It's Time to Place Order for Xmas Candies

Furs for Women, Misses and Children

Christmas Trees and Decorations

Gloves Are Valued Gifts

Xmas Handkerch'fs by the Thousands

Rich Cut Glass for Gifts

Let Your Gift Be of Fine Furniture

Coats, Suits and Dresses

Gift Jewelry and Silverware

Berwick Store Company

No. 16

home-builders, beginning with the contractor and builder, the lumber dealer, the excavator, the plumber and running on down the line of all the various dealers to whom one might wish to apply from the time he buys his lot until the time when the home is built and completely furnished. The last is a smaller ad, and is reproduced simply because of its excellence. I think, however, that the omission of the double underscore following the principal line, and a difference in the distribution of the white around the three paragraphs forming the light gray mass toward the bottom of this specimen, would have materially improved it. Before closing I must offer another word of appreciation for the reportorial and editorial work on

A Page for Home Owners and Home Builders

Harry Sterner — Contractor Builder

No job too large or too small

Creasy & Wells — Lumber of all kinds

Foye & Evans — Plumbing, Heating and Tinning.

Excavating and Stone and Sand — Heavy hauling a specialty. J. Grier Quick

Aaron C. Jury — Architect & Builder

Wm. E. Geisinger — Bloomsburg's Live Contractor

S. C. Pettit — General Contracting

Samuel H. Appenhan — Real Estate

Yourself and Family Insured by A. R. Heimiller

The Spencer Heater — Steam or Hot Water

S. F. Peacock — Will Insure Your Property in Conservative Old Line Companies That Stand for the Best in ...Fire Insurance...

Does It Pay?

When it Comes to Papering the House — Why Pay More When You Can Get the Best From Us?

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You Can Get It at Schuyler's Hardware Store

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CONCRETE — Contracts, Large or Small

Concrete Work in All Its Branches

F. P. Edwards — Wiring and Fixtures

Real Estate

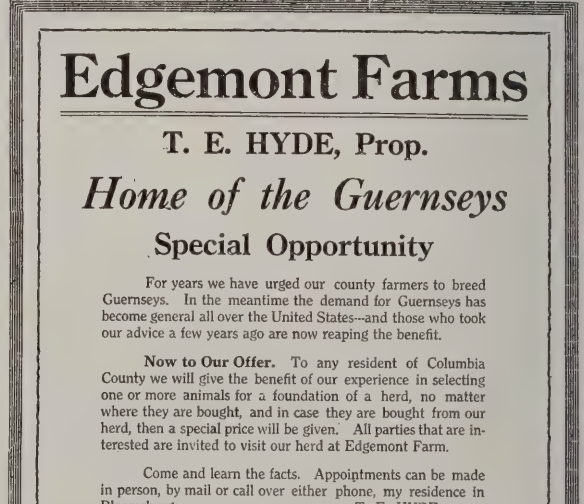
W. F. Hartman — Contractor — Steam, Hot Water Heating and Plumbing

Henrie & Breece — Painters and Decorators

SKEER — Fire, Life and Liability Insurance and Bonds

No. 17

this excellent publication. The local news-stories, with which these special editions



Edgemont Farms

T. E. HYDE, Prop.

Home of the Guernseys

Special Opportunity

For years we have urged our county farmers to breed Guernseys. In the meantime the demand for Guernseys has become general all over the United States—and those who took our advice a few years ago are now reaping the benefit.

Now to Our Offer. To any resident of Columbia County we will give the benefit of our experience in selecting one or more animals for a foundation of a herd, no matter where they are bought, and in case they are bought from our herd, then a special price will be given. All parties that are interested are invited to visit our herd at Edgemont Farm.

Come and learn the facts. Appointments can be made in person, by mail or call over either phone, my residence in Bloomsburg. T. E. HYDE.

No. 18

abound, are full of human interest and are most cleverly told. I congratulate the boys who wrote them.

January Eighth, Nineteen Hundred and Fifteen

Perpetual Injunction

Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

> That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, **PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR USING OR SELLING OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF ANY LINOTYPE MACHINES LIKE DEFENDANT'S "INTERTYPE" MACHINE, EXHIBIT NO. 23 HEREIN, OR ANY OTHER LINOTYPE MACHINES,** or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder.

January Twelfth, Nineteen Hundred and Fifteen

A Second Perpetual Injunction

Against the Intertype Company was ordered

> Upon the failure of The International Typesetting Machine Company to provide the bond required by the court, an injunction has been issued against it restraining the infringement of claims 6 and 7 of the Rogers Reissue Patent No. 13,489 belonging to Mergenthaler Linotype Company.

These two injunctions **PREVENT THE FURTHER MANUFACTURE AND SALE OF INTERTYPE MACHINES CONTAINING, AMONG OTHER THINGS, THE PRESENT METHOD OF SUPPORTING AND REMOVING THE MAGAZINE FROM THE REAR; AND THE ROGERS TWO-LETTER DEVICE IN THE FIRST ELEVATOR.**

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

The Fifth of a Series of Articles On Efficient Cost Keeping

By A. M. Burroughs, Burroughs Adding Machine Co.

Indirect Expense or Burden.

THE question of computing and distributing Indirect Cost or Burden, which constitutes from 25 per cent to 250 per cent of the total cost of a finished product, according to the nature of the product and the conditions under which it is manufactured, is one of the most puzzling questions involved in costs.

At the outset it must be distinctly understood that there is a difference between Factory Burden and Selling Expense.

The former has to do with the productive cost of the goods. The latter is separate and apart and is confined to putting the goods on the market.

Factory cost, which includes Burden, is the value of the product when it is turned into the warehouse or shipping room.

Selling expense cannot be included in this value because it would inflate it by just that much and give an erroneous asset on the balance sheet when an inventory is taken.

If the general manager of a manufacturing concern looks after the selling and his assistant looks after the manufacturing, the salary of the former goes into selling expense and the salary of the latter goes into Burden as part of the factory cost. While he does not handle product personally, his expense to the factory is necessary in supervising its manufacture and must be included as part of the cost.

In short, the whole object of Burden distribution is to distribute the charges which constitute it in such way that every department in the factory will bear its proportionate share.

When this has been done, the cost keeper can tell to a very close figure the cost of every article, whether it has been handled by all departments or by only one or two of them.

Factory Burdens

Burden includes every expense necessary to the manufacture of an article outside of the direct labor cost and cost of material. The numerous elements that make up Burden are given in the following:

1. Indirect Labor.
2. Repairs and Maintenance.
3. Heating, Lighting, Rent, etc.
4. Taxes.
5. Insurance.
6. Depreciation.

Indirect Labor includes the labor of all the men and boys about the factory who do not work directly on the product. The superintendent's salary comes under this classification, also that of his assistants and foremen.

Building, Heating, Etc.

Since it is usually necessary to have a building in which to make goods, the cost of supplying it with heat, light, power, etc., must go into Burden. If the building is rented, the rent is included in Burden. In like manner taxes, insurance, and maintenance are included in Burden.

In spreading Burden it is the best practice to divide each element on a monthly basis so that any changes in factory conditions tending to raise or lower it can be more quickly and easily adjusted.

For example, if the heating of a factory costs $1,200 a year, this element of Burden will be divided into twelve parts and spread over the factory departments on the basis of $100 per month.

In subdividing the $100 for each department the total cubical contents of the factory is taken and each department receives a part of the Burden which is proportionate to its contents and physical conditions.

Thus, if a factory has a total of 150,000 cubic feet and Department "A" has 30,000 cubic feet, this department will receive 30,000-150,000 of the $100, which is $20.

If some departments are more difficult to heat than others, proper allowances should be made.

Rent, light, taxes, and insurance are distributed in the same general way.

Depreciation, Repairs and Maintenance

Indirect labor, depreciation and repairs and maintenance, however, must be proportioned according to the amount of each that is incurred by a department, because it is a rare exception when every department of a factory will require a part of Burden that is proportionate to its size.

After the Burden has been spread over the departments on the monthly basis it is distributed to the product according to one or more of the methods which are described on the following pages.

These elements of Burden are comparatively easy to ascertain and can be spread over the various manufacturing departments with sufficient accuracy for all practical purposes.

But depreciation, which is also an element of Burden, is different, and requires more study, care, and experience in its calculation than all the other elements put together.

Depreciation applies both to buildings and equipment; the amount to be charged off depends on several conditions. For instance, a frame building is comparatively short lived, while a building made of concrete and steel endures for many years.

Therefore, a higher rate of depreciation must be charged off for a frame building than for a concrete-steel building.

On the other hand, the difference in these rates will not be so great as the difference in the structure would indicate. The frame building may be made of good timber and contain light, smooth-running machinery, while the concrete-steel building may contain heavy, vibrating machinery.

From this it will be seen that the nature of the building itself is not all that must be considered in fixing a rate of depreciation. Ordinarily the rate of depreciation for factory buildings are from 2 per cent to 6 per cent, depending upon local conditions, the kind of structure, and the nature of the work going on within the walls.

Machinery

In the case of machinery, the percentage covers a broader range and runs from 2½ per cent to 12½ per cent. This also depends upon the amount and kind of work the machine is called upon to do and requires close observation and experience to determine.

It has been observed that some machines depreciate rapidly the first year or two, and after that at a much slower rate, while others depreciate very slowly for the first few years and then seem to go to pieces all at once.

Again, some machines can be operated in a more or less dilapidated condition, while others must always be in the best running order.

There are other considerations in fixing depreciation aside from actual wear and tear. Maintenance or upkeep has a direct bearing upon depreciation in that an effectual maintenance from year to year, especially on certain kinds of machinery, affects, in large measure, the loss due to depreciation.

Thus, if a machine worth $1,000 depreciates at the rate of 10 per cent a year it will be worth $900 at the end of the first year, and $100 will be set aside as a reserve to take care of the depreciation.

If, however, $50 is spent in repairs to the machine which restores it to a condition practically as good as new, it is the general practice, except in very conservative concerns, to take this $50 from the $100 depreciation reserve fund instead of charging this item of repairs to Central Expense.

Then the stability of the machinery as regards up-to-dateness must be considered, because in some manufacturing businesses methods are improving so constantly and new style machinery is required so frequently that a much higher rate of depreciation must be used.

There are cases where a machine, practically as good as new, must be scrapped on account of a more improved machine coming on the market. Obviously the rate of depreciation in such cases is exceptionally high.

The problem of depreciation is further complicated by the fact that a business itself may not be permanent, yet it may require some highly specialized machinery, in which event a decreasing demand will mean a decreasing value of the plant.

Points to be Considered

Summing up a few of the many points necessary to consider in fixing a rate of depreciation, we mention:

First. The nature of goods manufactured, whether staple, specialty, or novelty.

Second. The kind of machinery used, heavy or light, fast or slow moving.

Third. The kind of buildings used and the nature of the work within them.

Fourth. The location of the plant regarding increase or decrease in value of property.

Fifth. The nature of maintenance or up-keep.

Sixth. The exposure of equipment to the elements.

Seventh. The permanence in style of machinery and equipment.

At first sight it would seem an almost hopeless undertaking to fix a rate of depreciation with anything like accuracy; but fortunately there are a great many concerns similar in the nature of their product, whose experience can be studied and compared.

Then, the Fire Insurance Companies, which base their risks in part on depreciated values, have evolved from their large experience, certain principles governing depreciation which offer excellent suggestions.

In regard to the prorating of depreciation over the various manufacturing departments in a factory, it may be well to mention that the best practice consists in dividing the annual depreciation into twelve parts so that a certain amount can be included in the Factory Burden each month.

Thus, if a $60,000 plant has a depreciation of 10 per cent a year, instead of charging off $6,000 at the end of the year, divide this amount by 12 and charge off $500 monthly as part of Factory Burden. By treating depreciation in this way the true production cost is secured every month.

So much, in a general way, for the different elements that go to make up Burden. The different methods of distributing it over the product shall now be briefly described.

These methods are very important in determining the best way to get at the cost of a product.

Burden may be distributed in many different ways, and the right way can be decided upon only after a study has been made of the conditions in the factory where the cost system is to be installed.

Methods in Distributing Burden

The following methods of distributing Burden are most commonly used, the application varying to suit the product for which the system is being worked out:

1. Direct Labor Cost Method.
2. Direct Labor Hours Method.
3. Direct Labor and Material Method.
4. New Machine Rate Method.
5. Fixed Machine Rate Method.
6. New Hour Rate Method.

A knowledge of the general principles on which these methods are based will give a better insight to the method best adapted to your business.

It is important to use the most economical and effective system, but there are one or two easy methods that work out to fallacious results and are therefore bad.

Spreading a fixed blanket burden over all departments is essentially wrong in principle, because the article, for instance, going through two departments should not bear the same indirect expense as that which goes through six.

It will generally be found that figuring an indirect expense on a percentage principle leads to false conclusions, and it is important not to have false conclusions in any system which attempts to be accurate.

For instance, it was found to be a poor system that distributed, as part of the blanket burden, the salary of a General Manager who devoted his time to the selling end of the business. The result was an inflation of the value of the finished stock because the indirect labor, which was part of selling expense, had been included in the Cost of Production and distributed without reference to the department in which it was employed.

In figuring burden, the growth and alteration in the factory or the changes of processes should always be taken into consideration. For this reason it is advisable to prorate overhead charges monthly so that the burden rates can be checked monthly, or at least every three months.

Under average running conditions, the rate will undoubtedly fluctuate, but the fluctuation can usually be attributed to some specific cause.

In some cases of improved methods of manufacture, the monthly or quarterly burden test will show the rate so much altered that a change will be necessary in order to distribute the correct amount of burden.

Indirect Labor Cost Method

THE DIRECT LABOR COST METHOD of figuring burden is one of the most generally used on account of its simplicity.

It is based on the principle that the product increases in value as labor is added to it, and consequently the greater the amount of labor applied to its manufacture, the greater will be the expense of supervision and management.

The method of obtaining the ratio of indirect expense to labor cost is very simple; the process involves the division of the total amount of indirect expense by the

total amount paid for labor during the same period of time.

In other words, if the total indirect expense for one month is, say $7,000, and the total expense of labor for the same period is $9,200, the per cent of burden to be distributed over the different articles will be $7,000 divided by 9,200 or 76 per cent.

This extra charge is added to the articles made during the same period. In this way each article is charged with a certain part of the indirect expense of the entire plant, the amount varying according to the cost of labor put upon it.

Thus if an article has $1.25 worth of labor put into its manufacture and the material cost is 75 cents, according to the above ratio, 76 per cent of $1.25, which is 95 cents, is added as burden, and makes the total cost $1.25 (labor), plus 75 cents (material), plus 95 cents (burden).

The same principle is used in distributing the total burden of $7,000 over the various articles manufactured.

The different departments of a factory may vary considerably in their process and equipment; and if the nature of the article is such that it passes through many different operations, it is almost certain that the indirect expense in some of the departments will be greater than in others.

Again, certain articles may be completely finished in one department while others pass through several departments, and the indirect expense of the one department may be far greater than the average indirect expense of the other departments.

In this case a general average of all the departments, including the one, will be lower than the expense of the one department, and hence the true cost of the article manufactured in that department will not be obtained.

Where departmental conditions are different and an average rate is used; it is evident that the extra indirect cost of manufacture in certain departments will be loaded on other departments where the expenses are not so heavy.

While an average rate will give the cost of all the articles combined, under these conditions it cannot give accurately the cost of each individual article. This information is necessary in fixing the selling price.

Another phase in connection with this method is that the rate of paying all the workmen is not always proportional to the indirect expense, because a man working for $1.75 a day will oftentimes incur more indirect expense than the man who earns from $3 to $3.50 a day.

An example of where this may occur is found where a low-priced workman is operating an expensive machine and high-priced inspector uses no machine. In the former case, the overhead charge will be too small, and in the latter it will be too great.

Again, if a manufacturer is fighting competition with certain articles, such a method of adding burden will not give the exact cost of those articles, and hence it will be impossible to fix accurately their selling prices with a view to making sure profits on their actual cost.

Apparently such a method is erroneous, but the trouble lies in the fact that an average cannot be estimated on a number of different kinds of articles.

If a system that is based on wages is to be operated successfully, the wages must represent the true conditions of production and must be in proportion to the actual cost. This condition is found only where labor is practically uniform as regards production, wages, and amount of time consumed on each operation.

Must be Calculated by Departments

To apply this system successfully, the percentage of burden must be calculated by departments. In this way a close approximation to the true cost of the article can be obtained.

Under this method the total indirect cost of $7,000 for the whole plant is divided up into smaller amounts chargeable to each department and prorated to articles manufactured, according to the amount of burden the department incurs in performing its respective operations upon them.

In this case it has been calculated that for each dollar's worth of productive labor in Departments 1, 2, 3, 4, and 5, a burden of 35 per cent, 30 per cent, 45 per cent, 40 per cent, and 75 per cent, respectively, shall be added to the direct labor cost of the product in order to obtain the total factory cost.

Thus, a batch of raw material comes to Department 1 and is valued, for instance, at $10.00. In Department 1, $1.70 worth of labor, we will say, is done upon it. This increases the value to $11.70. Then 35 per cent of the labor cost, $1.70, which is $0.60, is added to the $11.70, and a total cost of $12.30 is obtained.

The partly finished material is passed on to Department 2, where $1.55 worth of work is done on it. This amount together with 30 per cent of $1.55, which is $0.47, is added to the $12.30 and the value of the partly finished product is increased to $14.32.

In this way, the material passes on through Departments 3, 4, and 5 to completion and is turned into the Finished Stock Room, worth $19.57.

The Labor Distribution Tickets, made out by each department that performs an operation on this material, are sent to the Cost Department and give the labor cost for each of the operating departments.

When the job has been finished the amount of burden to be charged to the product is calculated from data on these tickets.

Then by adding to the amounts of labor and burden, and the value of the material used, the total cost of the job is obtained.

Work in Process

There is another very important point in this connection which should not be overlooked. It pertains to the inventory of work in process.

Suppose, for example, a batch of partially finished goods has just come to Department 4 at the time the inventory is being taken, and it is desired to find its true value.

On the supposition that individual time tickets, i. e., separate tickets for each job, have been used, all such tickets relating to this particular batch of semi-finished stock will have been sent to the Cost Department and filed behind the cost card for this job.

When the inventory clerk finds this semi-finished stock in Department 4, he takes note of the job or order number and reports to the Cost Department that job so and so is in Department 4 ready to go through the operation performed by that Department.

The cost clerk then turns to the cost card for that job, sorts the time tickets by departments, which in this case will be for Departments 1, 2, and 3, gets the total labor cost for each of these three departments, figures the burden for each and combining these two totals with the value of the material, obtains the true cost of the semi-finished stock as it lies in Department 4.

The same method is used for getting the value of all work in process. This value can be found quickly and

accurately when the cost records are kept properly. With the adding machine the labor totals can be secured in from one-third to one-quarter the time required to do this work mentally, and the results are always accurate.

Direct Labor Hour Method

THE DIRECT LABOR HOURS METHOD is similar to the direct labor cost method, both of them being methods by which the burden is distributed on the basis of a general average rate.

The difference between them is that different bases are used for determining the burden.

This method is based on workmen's time instead of labor cost; the hour is taken as the unit of time. In other words, the indirect expenses of a plant are distributed according to the hours worked by the employes instead of the wages they receive.

An hour rate is obtained by dividing the total indirect expense for a certain period by the total number of hours for the same period; in this way is determined the amount for each hour to be added to the cost of production in order to get the total cost.

Thus, if the indirect expenses are $7,000 and the total number of productive hours are 50,000, the amount of burden per hour would be 7,000 divided by 50,000 or 14 cents an hour.

Apply this method to the example given under the Labor Cost Method, with the assumption that the labor cost of $1.25 represents 5 hours work; the cost will be $1.25 plus 75 cents for material, plus 5 by 14, equals 70 cents burden or $2.70, as against a total cost of $2.95 in the case of the labor cost method.

The difference in the total cost of these two methods is very easily explained, since by the first method the amount of burden varies according to the amount of money each man earns, but by this method it is distributed equally among high-priced and low-priced men; the basis is the number of hours each man works.

In the former case, the articles produced by a high-priced employe are charged a greater amount of indirect expense than those produced by a low-priced employe. Since, by the direct labor hour plan, the indirect expense is divided equally, between high and low-priced employes on the assumption that they work the same number of hours a day, the two sets of costs do not exactly agree.

This method of distributing burden also lends itself readily to accurate valuation of work in process at inventory time. It is very similar to the method just described under Labor Cost Method.

Under these conditions, however, it is necessary after distributing by departments the time tickets pertaining to a job, to get the total hours of work put in by each department. Then the hour rate of burden for each department is multiplied by the total number of hours, thus securing the burden for each department. Then these items of burden are recapitulated and combined with the value of labor and material used on the job up to the stage where the inventory clerk finds it, and the inventory value is obtained.

The most effective application of the labor hours method is found by dividing the factory into departments determined by similarity of machinery or processes and calculating the hour rate according to the number of hours put in by the men in each department.

When the general average method is employed, the apparent cost of the product may be so far wrong that the manufacturer may discourage sales of articles that are making money and encourage sales of others which are sold at an actual loss.

These conditions are due, of course, to the fact that too much burden is charged to certain articles and too little to others.

Taken altogether, the Direct Labor Hours Method is somewhat more accurate than the Direct Labor Cost method if the work is departmentalized, unless the labor cost happens to be proportional to the true cost of production.

Both methods are more or less imperfect as regards accurate results when applied to a factory as a whole because they are not based on elements which represent actual conditions, except in the case where the product and process are very simple and uniform.

The departmental method of distributing burden on these plans is the only one from which accurate results can be expected.

Suppose the raw material valued at $10 comes into Department 1, where 8½ hours of labor are expended on it. The labor cost at 20 cents an hour is $1.70 and the burden at 14 cents an hour is $1.19. Therefore, when the material leaves Department 1, it is worth $10 (raw material), plus $1.70 (Labor cost), plus $1.19 (burden), or $12.89.

The partly finished product now worth $12.89 is sent to Department 2, where 7¾ hours of work are done upon it. This increases its value $1.55 (labor cost 20 cents an hour), plus 93 cents (burden), which is added to $12.89, and the partly finished product is given a new value, $15.37.

In this way the product passes on through Departments 3, 4, and 5, each one of which increases its value by so much labor cost and so much burden, until it is turned into the Finished Stock Room, worth $21.36.

THE DIRECT LABOR AND MATERIAL METHOD of figuring burden is similar to the Labor Cost method, with the exception that it takes the total cost of labor and material as the basis instead of the total labor cost only.

The application of such method is practical only in those cases where the material constitutes the greater part of the direct cost of the product.

Necessarily, it is an averaging method; and if the labor cost predominates, it is almost certain to give inaccurate results.

THE NEW MACHINE RATE METHOD is one that provides for charging labor and departmental expenses direct to a process or machine so as to show the total cost by the hour, or by whatever unit of measure selected, of operating the machine or process. The expenses thus charged include both those indirectly and directly related to the process or machine in question.

Having found the total expense of operating a machine or process and having reduced this rate to so much an hour, the article is charged according to the time that the machine is employed upon it.

To operate this plan with the greatest success, all machinery must be grouped according to similarity of operation performed by it, and then each job done by a machine is charged so much an hour according to the nature of the operation performed.

The rate for any stated operation is determined by close observation and exact prorating of the total departmental expense.

Each group of machines should be considered a department so that the total indirect expense can be more accurately distributed over the product. If the depart-

ment includes radically different processes, it should be subdivided and the department indirect expense prorated over each division.

The more nearly alike the machine work or process is in each department, the more easily and accurately the expense can be allocated and the machine rate of burden or process rate of burden determined.

After this has been done, the total time of the workmen, the supplies, and repairs are charged to the operations or processes. In addition to these items, charges are made for insurance, depreciation, rent, and all other items in any way connected with the manufacture of the product. Ordinarily, these are indirect expenses, but with this plan they are treated as direct.

Each machine or process is operated as nearly as possible like a complete little factory, and is charged with the cost of labor to operate it, the cost of its repairs, superintendence, the rent of its floor space, the amount of power it takes, etc.

After finding the total direct cost of operating machines or processes, it is necessary to find the total number of hours that they are operated during a certain period of time, say a month. In this way, the cost for a unit of measure, whether it be hour, pound, or ton, can be calculated by dividing the total direct expense by the total number of units.

When the direct expenses have been figured, the general indirect expenses or those which are not directly related to any machine or process, are spread over the different departments on some scientific basis. These are added to department indirect expenses. This gives the total department indirect expense, which is divided among the machines or processes of that department according to the total number of hours or other units of measure.

The total indirect expense of a department for a certain period is then divided by the total units of measure for the same period, and the rate thus obtained is applied to the product of the machines or processes. Thus all indirect expense for the department, as well as pro rata of general expense, is included in the machine or process rate.

By this plan, machines or processes absorb nearly all expenses ordinarily as indirect and gather them together so that they can be charged directly to the product at so much an hour or any other unit of measure.

When these costs have been collected and reduced to so much an hour or pound for each machine or process, it is comparatively easy to charge the product at this rate according to the number of productive hours or the number of pounds manufactured.

If "Time" is the basis upon which the calculations are made instead of "quantity," the total indirect expense for a month is divided by the total number of hours that the machines or processes have been operated during the month and in this way the hour rate is determined. This rate is then multiplied by the total hours each machine or process has been in operation, to get the total monthly charge for each.

Thus direct and indirect expenses are charged to a machine or process and reduced to a certain unit rate.

For instance, if material for an article costs 75 cents and requires five hours to pass through a certain process at $1.60 an hour, including direct and indirect expense, the total cost will be 75 cents plus $8 or $8.75. This example illustrates the fact that all expenditures (except for Material) incurred by a machine or process can be charged directly to the product. Thus the total cost of an article is easily figured when the price of the material, and the time required by each machine or process through which it passes, are known.

This plan is one of the most desirable because it gives a rate by which the greatest amount of expense of manufacture can be charged directly to the product in one item.

Where conditions are such that it can be used, the results will be as close to the actual cost as it is possible to get them.

The inventory value is obtained by multiplying the number of hours the article has been in process in each department by the respective hour rates for each department. The totals are then recapitulated, and to this grand total is added the cost of the material, giving the inventory value.

THE FIXED MACHINE RATE METHOD is similar in some respects, to the new machine rate method. The indirect expenses, however, are distributed differently by prorating them over the entire production on a percentage, or some other basis, instead of including them in the operating cost of the machine.

The rate of direct expense charge is calculated departmentally either from previous experience or from an analysis of current expenses and is distributed among the different machines operating in each department.

Charges are made to the cost of articles manufactured on the basis of this rate, the total of which is credited to the department expense account.

The general indirect expenses are not combined with the department indirect expenses as in the case of the new machine rate plan, but are distributed on the basis of a supplementary rate which is applied to the entire product of the factory. Any method can be used for this distribution, such as labor hours, labor cost, etc.

The actual charges to be made against each machine are determined, and then any difference between the estimated rate and the actual charges is added to, or deducted from, the general indirect expense and distributed by the supplementary rate. Thus, discrepancies between actual rate and estimated rate are adjusted.

This plan differs from the new machine rate in that it is based on an estimate and assumes a 100 per cent efficiency in running the plant.

When the product is charged only with actual running time of machines, which is more likely to be 60 or 75 per cent of full time, the credit to departmental indirect expense increases rapidly and makes the cost of production appear much larger than it actually is.

In order to equalize this effect, the difference between the indirect expense and the actual charges is deducted from the general indirect expenses before they are distributed by the supplementary rate. In case the actual charges exceed the estimated charges, the difference is added.

One of the faults with this plan is that the general indirect expenses will decrease according to the amount of machinery lying idle, and it is possible in this way for a major part of the machinery, if idle, to reduce the general indirect expense to nothing.

This is fallacious on its face, since the remaining active machinery must incur some general indirect expense. The possibility of eradicating general indirect expense is due to the inexact distribution.

This plan takes no account of idle machinery, dull times, or machines which run only part of the time, and

is therefore practicable only in very special cases where all machines are busy nearly all the time and turn out a more or less uniform product.

The differences are accentuated because the rate is based on the assumption that the plant will run full time instead of taking an average rate which indicates more nearly the true conditions in a factory.

THE NEW HOUR RATE PLAN obtains the indirect expenses for each department separately, and the general operating expense is first distributed to each department on the basis of direct labor costs before the percentage of departmental indirect expense is determined.

The departmental indirect expenses are not charged as percentages to the articles turned out by these departments but are added as separate rates to the wages of employes working in the departments, the amount to be added being based on the time the employe works on any one job.

The application of this plan departmentally does away with one of the chief disadvantages of an average rate plan, but it is applicable only where uniform wages obtain.

It is simple in that the calculations involve only the multiplication of the time an article is in process by the rate for a unit of time, rather than a pro rata of indirect expense added to the products turned out by each department. Thus the plan has the advantage of saving considerable time, especially in a large plant.

It likewise has disadvantages, even if it gives true cost, because it permits of no analysis of costs. All the figures are obtained in totals and thus deprive the cost department of a means to examine the cost of separate items and to suggest improvements in operations that will reduce cost.

Detailed information is exceedingly valuable to the manufacturer in order to point out leaks and weak spots. This plan fails to give it, and for this reason frustrates one of the prime objects of an adequate cost system.

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THE PROMISING OUTLOOK

Harold Whitehead, President of American School of Business, Boston, thinks, preaches, exhorts and believes in optimism. Moreover, he proves that all America has the right to be, and should be optimistic over the future. In an interview Mr. Whitehead said:

"We have a right to be optimistic. This year will be one of 'big business,' and next year ought to be the greatest in the history of American trade.

"In two ways America has been, and is being benefited by the war in Europe. In the first place, we have for the first time realized what our resources are, and the fact that they should be conserved; in the second place, there has grown up in the last few months the most friendly feeling between this nation and European people that has ever existed.

Advertised Country.

"The sending of our relief and Christmas ships to Europe has done more to advertise this country abroad than anything we have ever done in our previous history. Europe today realizes that here is a gigantic country, of great resources. We are not today looked upon as a 'Broadway,' outside of which nothing but buffalo, Indians, and few straggling hamlets can be found.

"In a way, America was prepared for the first shock of war upon business interests.

"The panic of 1907 and the lowering of the tariff helped us to clear our docks for action, and big business was, in a way, in fine condition to meet that temporary shock.

"Too much stress cannot be placed upon the value of the friendly feeling of Europe towards us. We have developed the greatest assest we ever held. Europe did not know us. Today Europe has obtained a greater insight into the real heart of this country than a century of relations had hitherto given her.

"This is a day of awakening. Big business is realizing more than ever that the principles laid down by Christ are those upon which its standards should be based. Outside of religion entirely, it has been found that honesty and friendship towards your neighbor mean dollars and cents.

Must Develop Resources.

"This war also means that America must find and develop our internal resources. It means that we are discovering how really great and prosperous we are. Again, it has taught us how great a thing is peace. Europe can well look to us on our southern and northern boundaries. Those who looked for a conquest in Mexico may well marvel at our self-control—the self-control which has kept us in peace. A nation which can exercise that self-control is great.

"On our northern boundary, between Canada and the United States, there is not a fort worthy of the name. We have no barbed wire defenses, no heavy armaments, and yet we have lived for a hundred years in peace and friendship with our closest neighbors. Those two facts may well be noted by Europe at the end of its present strife.

"We must learn, however, the policy of conservation. We have as a nation been too lavish and extravagant in the past with our resources. The time has come—and the war has helped us to realize it—when we must look about and weigh our resources carefully, and spend them as economically as possible.

Present Day Realization.

"Hitherto we have not had a care in the world along this line. Now we are coming to the realization that all resources have a limit, and that our duty is to curtail the extravagance, cut down ruthless and useless expenditure, and make our resources go as far as they can be made to go."

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"IMMENSE VALUE TO EDITORIAL AND PRINTING FRATERNITY

Office of the Louisiana Planter
New Orleans, La., January 31, 1915.

B. B. Herbert, Esq., National Printer-Journalist, 4614-4620 Ravenswood Avenue, Chicago, Ill.

Dear Mr. Herbert:—Herein I enclose you a check for $2, which please return receipted in due course.

The good work done by you with your excellent journal has been of immense value to the editorial and printing fraternity of the United States. I wish you were better compensated for the good you have done, but we must all do the best we can and hope for the best.

With kindest regards,

Yours truly,
JOHN DYMOND,
Editor Louisiana Planter.

Advertising Notes

George L. Williams, advertising manager of the Studebaker Company, firmly believes that the newspaper, whether it be metropolitan daily or local daily or weekly, is one of the first media, if not the first, in value to the national advertiser. Having once established a trade name, the newspaper offers a great opportunity to cash in, as it localizes to the consumer the particular product. It tells him just where he can buy it in his own town. It links the national name with the name of a reliable local dealer. It brings the thing home in a way which suggests immediate action.

When advertising brings a man into the dealer's store or into his garage it has achieved its purpose, and the newspaper, if it is backed up by the right kind of publicity, I believe, has wonderful value in this direction. I am willing to say that there are very few advertising campaigns indeed that can afford to neglect daily and weekly newspapers. I think I might go even farther and say that if lack of appropriation renders curtailment necessary, the newspaper should be the last thing eliminated from any campaign.—Binghamton, N. Y., Press.

Representative F. D. Thompson of Denver will introduce in the legislature a "pure advertising" bill, following that in force already in several other states. The bill will provide that fake advertising or misrepresentation of any kind in an advertisement shall be punishable in both the criminal and civil courts.

This bill requires nothing more than that all advertisers live up to the standards already set by the more reputable and permanent business houses. It is intended to protect the customer so that he can safely buy from the advertisement alone.—Denver Press.

"There is more romance in business today than the old romancers ever dreamed of. If a speaker makes a talk on business appear dry, blame the speaker, not business.

"The man who goes about with his mental tool kit half equipped can't do the work that the other fellow, with a full equipment of mental tools, can accomplish.

"The optimist is one who, when he is handed a lemon, makes lemonade out of it.

"Tact is necessary to every salesman. You can approach a big, smiling, jolly man, with a slap on the back, and get an order. You can approach a mean, grouchy man with a slap on the back and get two orders—one to get out and the other to stay out. Tact is necessary.

"But there is only one time when you can afford to cease advertising your goods—that is when you want to be forgotten. Advertising appropriations aren't expenses; they are investments.—Harold Whitehead, before Syracuse, N. Y., Ad Club.

Who pays the cost of advertising? Five years ago a certain automobile manufacturer's output was a few thousand cars which he sold for about one thousand dollars each. During the present season he is building more than two hundred thousand cars which are vastly better than the former output, and his price for them is less than five hundred dollars each. Extensive advertising has brought this vast number of buyers, thus enabling him to equip an enormous factory where cars in such large numbers can be turned out much more cheaply.

The same condition is found in practically all lines of business. Advertising reduces the cost to the consumer and improves the quality because of the large volume of sales it brings. In buying advertised goods you not only get the best value for the money, but a reliable manufacturer's guarantee of "satisfaction or money refunded."—Plainfield, N. J., Press.

"Of course, truthful advertising is the making of a business. Truth must head the list of all advertising requisites. But in catering to what might be called the popular trade, it is a wrong impression to believe that truth and quotation of comparative values cannot go hand in hand. For the popular trade, I believe that the biggest pulling power of an ad comes from a truthful but interesting quotation of comparative values. That trade wants to know when they can buy things at a reduction and to tell them of that fact honestly brings their business. To do so fictitiously, however, will make the scheme work the other way; you try to fool the people by that sort of thing and you soon wake up to the fact that you've fooled yourself, for once you misstate facts in an advertisement, you have lost just as many customers as read the advertisement and then examine the goods."—Anderson, in Binghamton News.

The advantages of newspaper advertising for retail stores formed part of the theme of Frank A. Black, assistant advertising manager for the William Filene Sons Company, who spoke last evening at the regular weekly Retail Advertising Forum of the Pilgrim Publicity Association.

Mr. Black said that the largest item of the publicity budget of the average by retail establishment is newspaper advertising. He has noticed that the greater the amount of advertising of that kind by different stores on a given day, the larger will be the resulting business the next day to a specific store.

He emphasized the idea that to bring best returns in the long run, advertising should be reliable rather than sensational. He thought that illustrations are desirable because they give a better idea of the goods offered than is possible in any other way.

He believes in itemized advertisements for big sales, although one of the most successful sales he had known was due to an "ad" that was not itemized. He ascribed the success of that sale largely to the novelty of the "ad" and the resulting curiosity, and not to any permanent advantage in the style of the "ad" itself.—Boston Globe.

* * *

"BETTER THAN EVER."

East Hartford, Conn., January 30, 1915.

My Dear Father Herbert:—I was pleased to receive your reminder, stating that my subscription had expired, and I herewith enclose my check for a renewal for 1915. The Journalist is better than ever, not because it is more up-to-date, which it cannot be, but because it has a stronger hold in the office among the employes than ever before, and we all wait patiently for the next copy.

Fraternally,

H. B. HALE.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

THE INTERTYPE MACHINES

Statement by Joseph E. Ridder

When the Intertype was designed, every effort was made to avoid infringement of any existing patents. This was not an easy task, because, until a patent has been adjudicated, there is no method by which its exact meaning and scope can be definitely determined. The prospective manfuacturer can only accept the opinions of expert patent attorneys. This was done in the case of the Intertype. A large amount of time and money was spent to obtain the best expert opinions available of every part about which there seemed to be the slightest question of patent infringement.

All parts of the Intertype were believed to be absolutely non-infringing. The Mergenthaler Linotype Co., however, entered two suits against us claiming infringement of twenty-eight different patents. Among these twenty-eight a Court has decided that there are four patents upon which we do infringe. That being the case, the Linotype Company is entitled to injunctions restraining us from using the detail parts covered by these four patents. This is perfectly fair, and we have not the slightest complaint to make about it (although we still believe that the parts in question do not infringe, and are carrying the case to the Court of Appeals). Meanwhile, now that the exact meaning and scope of the four patents have been definitely determined by litigation, we are able to construct non-infringing substitutes for the parts in question. In fact, we have already in use superior devices which are obviously clear of any patents.

We have been very much in the position of a person occupying a piece of property, whose neighbor claims that the title is not clear, and that all of the property belongs to him. The question is adjudicated, and the Courts decide that a small piece of property belongs to the neighbor, and that the title on the balance is clear. The actual effect of the patent litigation is therefore, very beneficial to the Intertype, because it clears the horizon and leaves us free to manufacture a superior composing machine, without fear of molestation by the former monopoly.

The Receivership of the Company, which is temporary, will shortly result in a reorganization which will provide the Company with ample working capital and leave it in a sound financial condition which will guarantee its permanence. The Receiver is operating the Company, and we are continuing to manufacture machines, parts and supplies, as heretofore.

Owners and users of Intertype machines are not affected by the recent patent decision. The injunctions issued are merely against the manufacturing Company and cannot be used against anyone else. If any attempt is made to prevent Intertype owners from using the parts covered by the injunction, the Company stands ready to furnish immediately satisfactory substitutes which do not infringe on any patent.

GOOD SUGGESTIONS AS TO "MADE IN AMERICA" BRAND TO SALESMEN

The following letter sent out by the Syracuse Smelting Works to salesmen has thoughts worthy of consideration of the American press:

Dear Sir:

We've been reading a lot lately about branding all goods manufactured in this country, "Made in America." You will be interested to learn, that for the past four years we have stenciled our cases for export with that phrase.

"Made in Germany" had become a by-word in America—in fact, the phrase here was even better known than it was in the Vaterland. And strange to say, we Americans are for the most responsible for the phrase which had become an asset to Germany worth many millions of dollars.

The Germans, as you know, shipped great quantities of toys, novelties, etc., to this country, and in accordance with the rules of our custom-house which required that each article imported here be marked with the name of the country it comes from, they marked their goods "made in Germany." Can you realize the tremendous amount of publicity which German trade got from this advertising? I know one concern who annually imported millions of tooth-pick quills, individually wrapped, and every wrapper was marked with the phrase that made Germany famous.

It's all a form of advertising, and we Americans who pride ourselves on being the best advertisers in the world, have been asleep, while Germany actually used us to advertise its industries. But now that we are awake to the great advantages of such advertising, we may soon expect to see "Made in America" on every package big and small in every nook and corner of the world.

But let us make our phrase a symbol of merit; let us use it with utmost discrimination; let its interpretation be more than its literal meaning—let "Made in America" become the symbol for the best in the world.

Such is the meaning of "Made in America" as applied to Stanley Process Type Metal.

Yours very truly,
SYRACUSE SMELTING WORKS.

⌘ ⌘ ⌘

NATIONAL TRADE EMBLEMS

The American Type Founders Company has introduced a series of National Trade Emblems which is meeting with an instant reception among merchants imbued with the "Made in America" spirit.

These are made in nearly a dozen different designs in various sizes and all cast in type moulds, which in-

sure their accuracy. Used on every advertising circular, catalog, booklet and for general commercial printing, the result will be to bring increased orders, stimulate patriotism, and generally assist in restoration of confidence.

We show specimens of a few of these Made in America emblems, but everyone interested should write at once to the American Type Founders Company for a

complete showing. For local address of the nearest Selling House, see our Business Directory in the back of this magazine.

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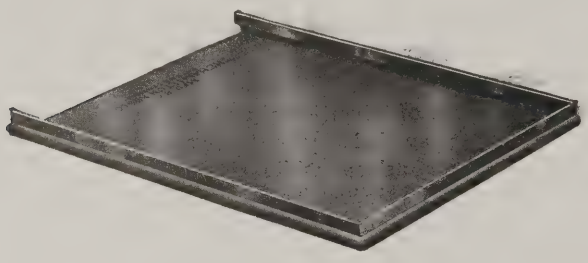
THE HAMILTON MANUFACTURING COMPANY HAS NEW PATENT

The application of Thos. W. Suddard for Patent on a Jointless Galley has just been allowed by the U. S. Patent office, and has been assigned by him to The Hamilton Mfg. Co., Two Rivers, Wis. This patent has been pending for several years, but in the meantime the galley has been sold quite extensively by the Hamilton Company and has proven to be very successful.

The construction of the galley is an entirely new departure from anything attempted heretofore, giving to the corners of the galley unusual strength. This



practically eliminates any chance of breakage or depreciation.

This is only one of the many patents the Hamilton Mfg. Co. has acquired within the last two or three years on articles manufactured in their steel department.

Another recent patent is that on their Steel Cabinets, covering the construction of cabinet uprights, by means of which the cases or drawers slide on runs that are practically woven into the upright so that it is impossible for them to be broken down or forced out of position.

The issuance of these patents, together with the many important additions to labor-saving equipment recently announced by the Hamilton Company, indicates a healthy activity at Two Rivers and puts especial emphasis on their statement that: For the Printer who is in business to stay, the steel products of the Hamilton Mfg. Co. demand investigation.

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WISE ADVERTISERS

One of the biggest advertisers in the United States has addressed to a newspaper news department a sentiment which is as rare among advertisers as it is wholesome and wise. In extending a season's greeting to the news department this much appreciated thought was expressed:

"The daily newspaper that is clean and well edited, is the 'daily Bible' in a lot of homes in the community in which it is published. Therefore, the editorial department is the fountain head of the success of any newspaper. In other words, your works make it possible for your business department to secure advertising."

We assert that this is a rare viewpoint for an advertiser to take, basing the assertion upon an accumulation of daily experiences illustrating different viewpoints.

The news department of any daily newspaper which has a big number of people can pile up mountain high evidence that a lot of advertisers overlook the essential feature upon which the company has invited attention.

That point is that first you must have a newspaper before you have an advertising medium. It must be a newsy newspaper, an interesting newspaper, a newspaper which people like to read, and which they actually do read.—Tucson, Ariz., Star.

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Office of the Winchester Journal

Winchester, Ind., February 1, 1915.

National Printer-Journalist, Chicago, Ill.

My Dear Sir:—Enclosed please find white piece of paper for Two Beans, which you will please credit us for another year's subscription to your valuable paper. Here's wishing you great success.

Yours, BEESON BROS.

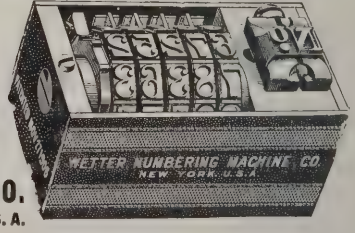
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment.

No 12356
FACSIMILE IMPRESSION

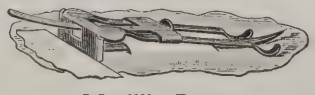
BUY ONE NOW



Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

NEWSPAPERS FOR SALE—Your newspaper plant can be sold at full price if field is good. Avoid profitless correspondence with unprepared buyers. We have a list of ready buyers that know what they want with the means to act promptly. Forty years' acquaintance with the trade. Wanner Machinery Co., 703 S. Dearborn St., Chicago, Ill.

POSTER STAMPS—The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid. STANDARD PUBLICITY SERVICE, 721 Perry Bldg., Philadelphia, Pa.

NEWSPAPERS FOR SALE—Three paying Illinois weekly newspapers for sale, if taken prior to February 17th, with payment $500 to $1,000 down; balance readily earned by net profits. Wanner Machinery Co., 703 S. Dearborn St., Chicago.

WEEKLIES—You need the Foster Service, designed by and for weeklies only; hundreds of publishers now using it; $3 a year; four months' trial for $1: money back if wanted.—Foster Service, Assumption, Ill. tf

FOR SALE—Two Single Huber-Hodgman Flat Board Cylinder Presses, in first-class condition, register perfect. Size of Board, 40"x53". These Presses have four form rollers and four table rollers, all the same size and are interchangeable. Two Sets of Roller stock with each Press. Serial No. 1129 and 1130. Address, H. L. Collins Co., Hampden, Myrtle and Wabash Aves., St. Paul, Minn.

FOR SALE—Babcock, Two Revolution Press, Bed 32 x 47 inches, Four Form Rollers, Table Distribution, can be shipped at once. WALTER SCOTT & CO., Plainfield, N. J.

PROFITABLE OHIO DAILY immediately obtainable by right man with $10,500 cash. Valued at $14,000 by two experts.

Controlling interest in old paying Iowa daily valued at $45,000, for capable advertising man with $10,000 cash and $10,000 good negotiable notes. Address Sayre, care this paper.

TRIAL SUBSCRIPTIONS AND WANT-ADS easy to get by coin card. Samples and plans FREE to every publisher. Hemphill-Stehlin Co., Mfgs., Indianapolis, Ind.

TO THE PRINTING TRADE AND ALLIED BRANCHES:

A READER of the weekly *Printing Trade News* once described this publication as follows: "A weekly trade journal noted for its quality of being strictly 'in', not over, the trade it serves."

In size it is from 64 to 68 pages weekly, and the contents are well balanced.

Its service for printers includes thorough news reports from twenty-two paid correspondents located in different sections of the country, and special articles on *Efficiency*, *Selling*, *Cost Finding*, *Suggestions*. It carries a Fiction Story each week with a business moral. In departments it also gives Recent Patents of Interest to Printers, Legal Decisions, and the following:

For the Platen Press Printers.—A page of editorial matter each week on business subjects and an insert of resets of standard job work entitled "Fashions in Typography."

For the Country Printer-Publisher.—A page each week of editorial matter on business subjects and an insert of "Up-To-Date-Styles in Newspaper Ad Setting."

For the Finders and Rulers.—A page of editorial each week on business subjects and a news department.

For the Electrotypers.—A page of editorial every other week on business subjects, and a news department.

For the Trade Composition Houses.—A page every other week of editorial matter on business subjects, and a news department.

For the Superintendents and Foremen.—A page of news each week of executives in all sections of the country.

Classified Advertisements.—From three to four pages of classified ads are run each issue, and this department is used by the best houses of the country to secure executives, etc.

News departments for Engravers, Lithographers, Supply Houses, and the Order of Pica (Supply Salesmen.)

Subscription Price, $2.00 per year

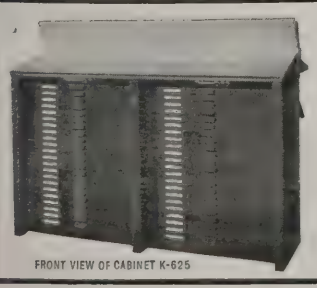
WEEKLY PRINTING TRADE NEWS

New York Office: 326-328 West 41st Street
Chicago Office: Manhattan Building, 431 S. Dearborn St.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.



FRONT VIEW OF CABINET K-625

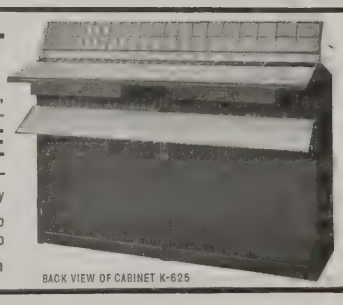
KEYSTONE STEEL EQUIPMENT

For Composing Room, Press Room and Bindery; consisting of Cabinets, Ad Frames, Case Stands, Linotype Dumps, Imposing Frames and Surfaces: Correcting and Storage Frames; Assembling, Make-up and Stripping Tables; Galley Transfer and Self-Dumping Trucks, etc., and it LASTS A LIFETIME

This Steel Furniture was Originated, Designed and Made for Your Special Needs by

KEYSTONE TYPE FOUNDRY Philadelphia, New York, Chicago Detroit, Atlanta. San Francisco

For Detailed Information and Catalogue, Address House Nearest to Your Location

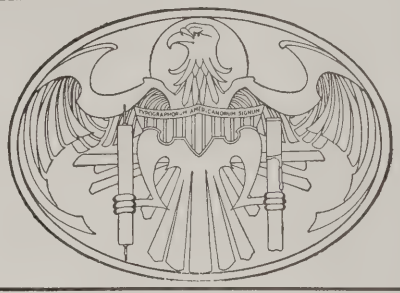


BACK VIEW OF CABINET K-625

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

"THE PROFITABLE WAGE"—A New Cost Book.
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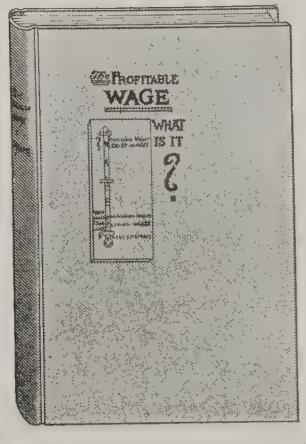

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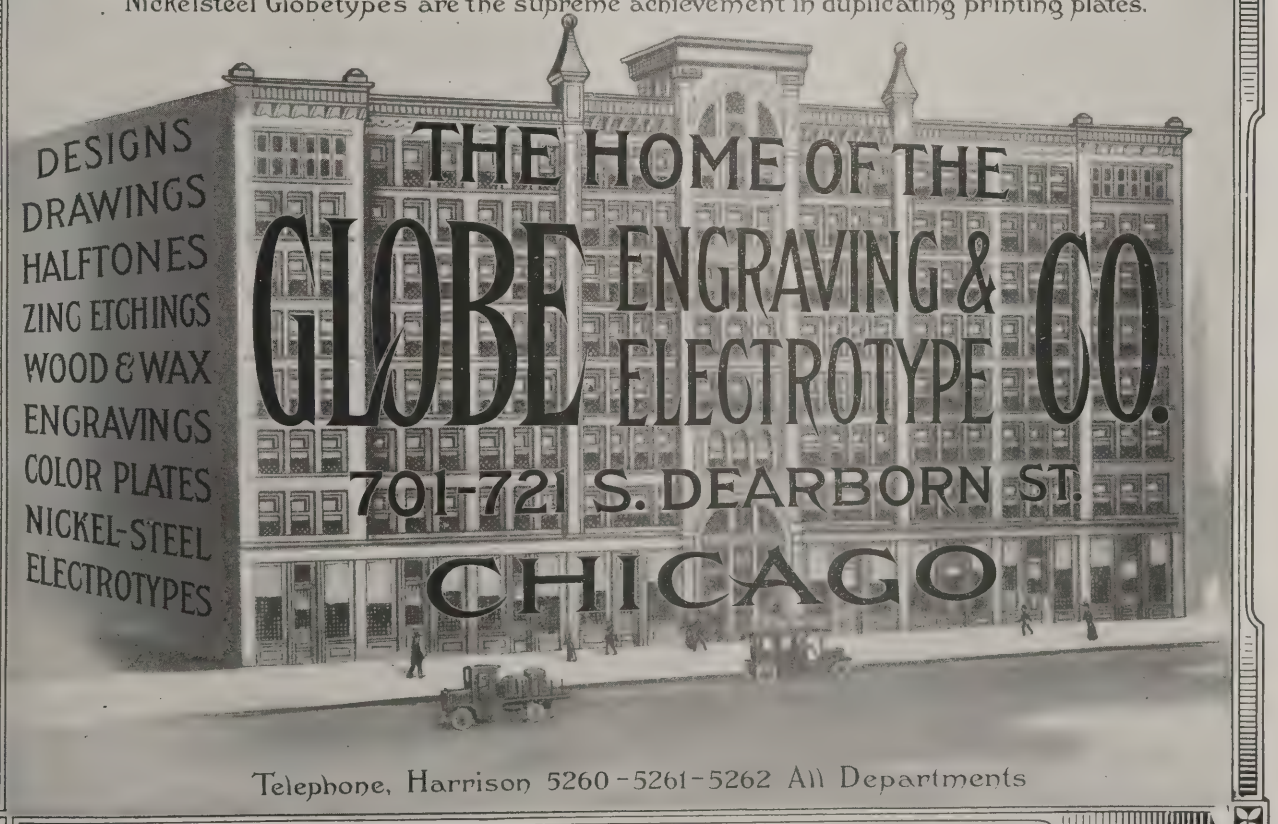

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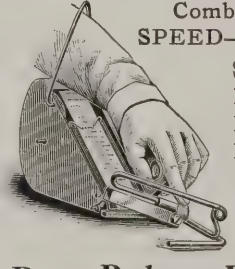

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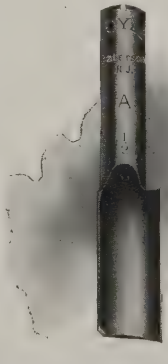

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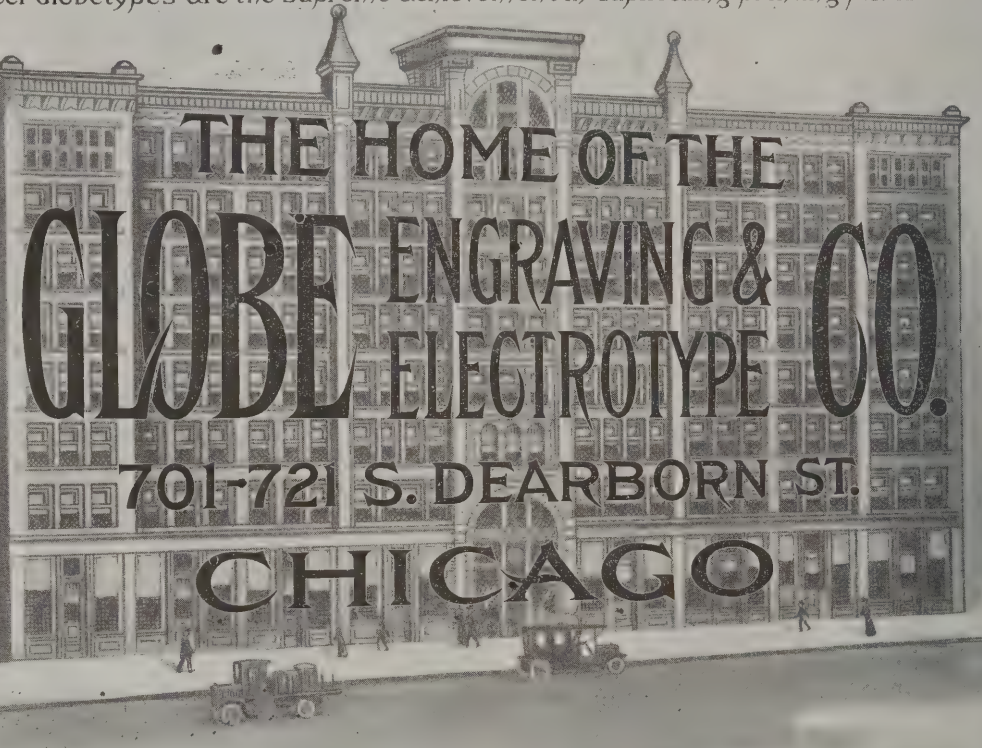

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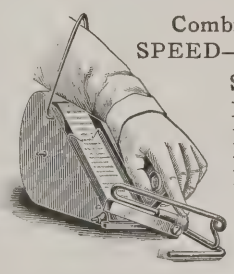

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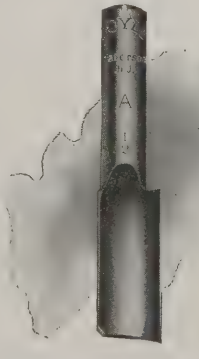

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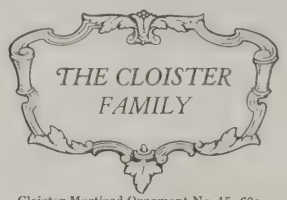

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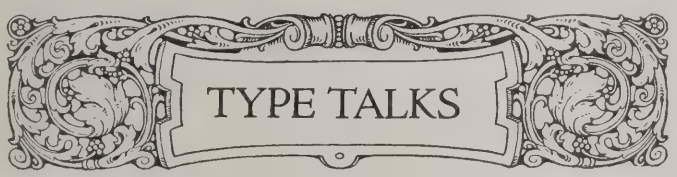

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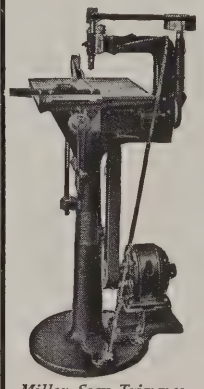

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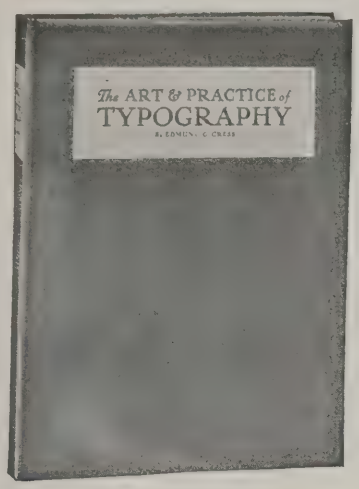

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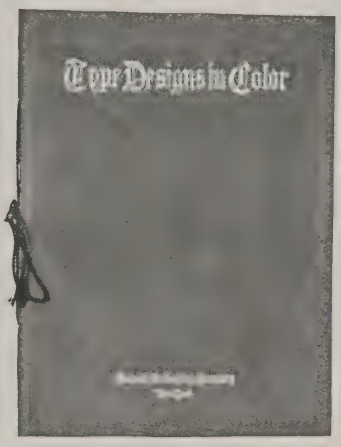

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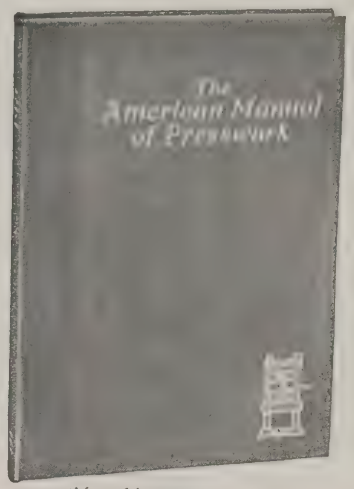

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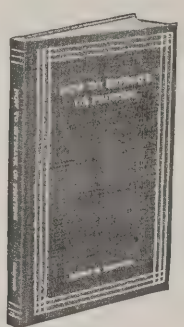

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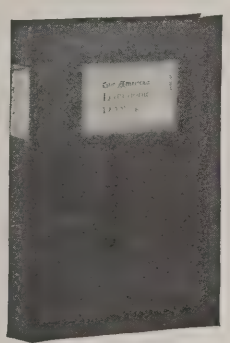

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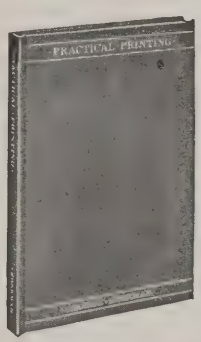

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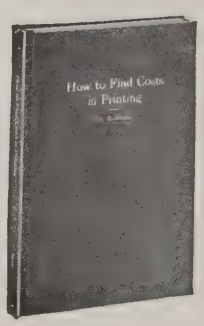

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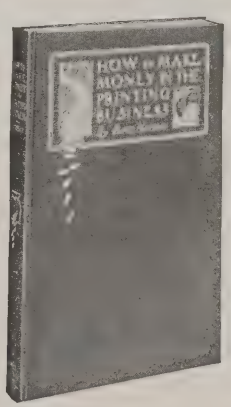

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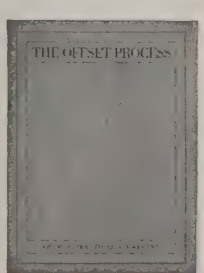

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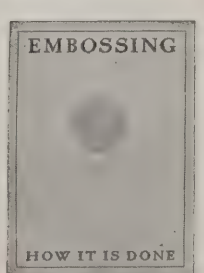

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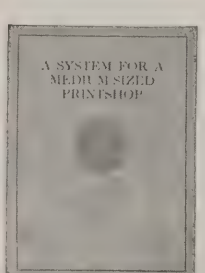

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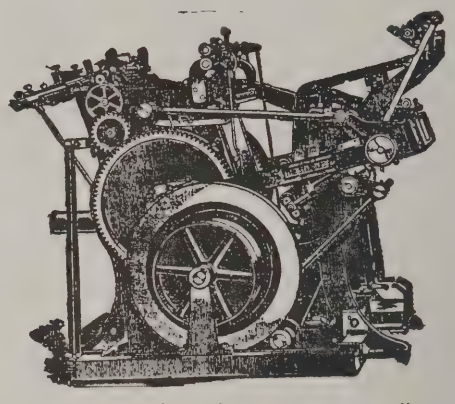

Floor space 4¾ x 6 ft. Weight 4,200 lbs.

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$250 DOWN

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Contains more news features, a greater variety of popular articles from eminent writers, and more advertising than any other newspaper in the world. Leads all others for quality and quantity in news, the permanence and character of its circulation, and in all the features that go to make up a great metropolitan daily newspaper of the day.

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The Los Angeles Hotel and Exposition Bureau.

The Los Angeles Hotel and Exposition Bureau with accommodations for 2,000 guests per day has been selected as the headquarters of the delegates who will attend the National Editorial Association Convention during the convention in Los Angeles.

The above group of hotels have combined in a bureau arrangement to take care of large numbers of people and convention gatherings at a popular rate. The Hotels as shown above in the Los Angeles Hotel and Exposition Bureau are the nearest and most convenient to the Normal High School Auditorium, where the sessions will be held.

Bureau headquarters have been established at the Huntington Hotel, corner of Eighth and Main Streets in the civic center of Los Angeles, where a separate register will be provided for the registration of all delegates, so that members may locate each other quickly.

Convention Headquarters will be at the Hotel Gates, a three hundred-room, new, fireproof hotel, located at Sixth and Figueroa Streets, the nearest and largest hotel to the convention hall.

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		Single.			Double.	
Rooms without bath at The Huntington Hotel	$1.00	$1.50	$2.00		$2.00	$2.50
" with private " " " " "	2.00	2.50			3.00	3.50
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" with private bath		2.00	2.50		3.00	3.50

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Applications for Reservations should be made to P. A. Young, the manager of the Los Angeles Hotel and Exposition Bureau, Hotel Huntington, 8th and Main Sts., Los Angeles.

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Your Quickest Road to Mr. Printing Buyer
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Makers of Envelopes for Printers and Lithographers

This Splendid Book, *Free*, Points the Way to Envelope Profits You Never Dreamed of

YOU need this book because of the new business it will help you land—printing and lithographing jobs that have been going out of town, and big orders that you can build out of whole cloth. This elaborate Western States Service Book is no mere catalog. It will set you thinking. It will point out to you new sales possibilities on all sides of you, right in your own town. It will give you a totally new conception of the Envelope as a business-bringer for printers and lithographers—the Envelope that you've always looked on as a side-issue and a bothersome one at that. By printing them flat in the sheet, one to a dozen "on" (from Western States free layouts), the Envelope becomes a *big* thing—"Your Quickest Road to Mr. Printing Buyer."

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You owe it to yourself and to your shop to study the Envelope in its new aspect. We'll leave it to this new book of ours to tell you about Western States Service and what it means to you in *busy presses and new customers.*

Send for your copy of this Service Book to-day. You'll find it the most absorbing and "idea-ful" reading that has come to your desk in years. And it's yours for the asking—a postal will bring it to you. No obligations, of course.

Learn what this trade-mark, "W," notched under flap of envelope, means to your future profits.

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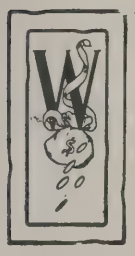
NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Three | Chicago, March, 1915 | Number Three

The Convention City of Los Angeles, California.

A General View of the Welcome and Delights in Store for the Members of the N. E. A., June 28, to July 4.



HEN a warm welcome is promised to the editors who attend the convention of the National Editorial Association in Los Angeles next June 29 to July 1, it does not apply to the weather. It means the greeting only, as the City of Angels is too near the gentle Pacific to have heat or cold to mar the joy of living in Southern California.

Another feature about the weather at this time of year is of interest—there is no need to bring umbrellas, for the annual rainfall comes in the winter months. The sightseer or health seeker has all summer long to remain in the open.

Incidentally, most of them do it. There may be people who never have felt the call of the outdoors, but they have never visited Southern California. And once they do come, their minds revert back to the days in the little schoolhouse when the first warm spring breeze came through the open windows. They knew the fish would bite and the woods held every charm, and there was murder in their hearts at the thought of any teacher cruel enough to hold school during such weather.

Those gentle spring days that linger in memory are a permanent institution of the Southern west coast. A stranger wonders why the people ever go into houses at all. A first view of the gorgeous flowers, the orange and lemon groves bordered with roses, the rolling hills, all basking in perpetual sunshine and inviting play, usually brings the determination to quit all business forever and linger so long as life lasts. There is also the feeling that life will last forever in such surroundings.

While editors usually are credited with being a serious bunch, it is not planned to crowd business while in the heart of the world's playground. In fact, there will be no inclination to do so, even if the program looks formidable in the reading. The editors will be like everyone else who crosses the line into California—they will feel like a full-blooded boy the first day of vacation when he begins to peel for the initial dive into the old swimming hole. The call for copy and the clank of the press will seem like hazy memories too faint to be considered.

After a stop at San Bernardino June 28th, the convention will begin business in Los Angeles the morning of June 29th. There will be two days more of business and on July 2 there will a big joy ride for all to include the beaches and other points of interest. An attempt will be made to take the afternoon train for San Diego, as this dream world of man's creation is an important part of the trip. Those not making this train can go later, or the travel may be varied by a sea trip to the southern port.

San Francisco must be reached by July 5th, as that is the date set for the International Press Congress, the National Editorial Association having been invited to participate in the deliberations of this body. This gathering is the first of its kind and is expected to prove of interest. It is probable that an organization world-wide will result for the Congress, which will bring together journalists from every section of the globe.

Some of the delegates to the coming convention need not be told of the charms of Los Angeles and environs, as they visited the Southland in 1892. But in the score of years that have passed since then wondrous changes have been wrought and great advances made. The gain in population in the last ten years is two hundred and fourteen per cent, the greatest increase of any city in the United States of one hundred thousand population or over.

Editors who may be inclined to probe a bit after information will find a lot of items that will surprise them. Los Angeles has been called a city of superlatives and its citizens sometimes have been branded as fit members for the Ananias club because in their enthusiasm they enumerated a few things in which their home town led.

For instance, if a visitor should remark that the Y. W. C. A. back home is a flourishing institution the Los Angeles hearer is liable to remark casually, "Oh, yes, our Y. W. C. A. here is the largest in the world." And if the visitors will stand still long enough the Los Angeles resident will keep going, making the same claim about the proportion of church membership, the number of telephones in use, the number of autos per capita, the interurban railway system, the public schools, wild flower gardens, olive grove, electric power line, moving picture plants, crop values, Bible Institute, wealth per capita, and a few other activities of man.

If the visitor takes the time to verify what he hears, another booster is added to the endless chain and so it goes. Those who are scoffers at first seem to hit the line the hardest after they enlist on the other side.

But boost literature handed to a newspaper man is a great deal like the proverbial water on the duck's upper exterior. He may be polite enough to accept it with thanks, but he won't print it, by jinks. He has to get his information first hand, so that is why the Los Angeles booster complacently sits back and awaits the coming of the editors, for he knows the superlatives will hold good.

* * *

THE CHARM OF LOS ANGELES AND ITS ENVIRONS—FOUR THOUSAND ACRES OF PARKS—SPECIAL TOUR TO ORANGE GROVES, TO THE MOUNTAINS AND THE SEA, AND VISIT TO THE WONDERFUL HARBOR.

By Morris M. Rathbun.

In selecting a place to hold their 1915 National Convention the National Editorial Association not only decided on one of the most beautiful cities in the world,

View on Broadway, Los Angeles.

but one appropriate even to its name, for translated into English, Los Angeles means "City of Angels." Enthusiastic visitors have not only acquiesed in the appropriateness of this fanciful title, but have added others voicing more nearly what appealed the strongest to them. It is called "artists' paradise," because of the delicate beauty of the natural scenery which presents a constant invitation to the nature lover. The flowers that are seen on every side of the home of the humblest to the palaces of the millionaires have earned it the sobriquet of "City of Flowers."

But its varied names are inadequate to convey the myriad of charms it presents to the visitor. The langorous days, the soft, cool nights, the fragrant glowing blossoms flowering perennially, the undulating hills rising from the shores of the gentle Pacific, the magnificent buildings, the rose covered homes—these combine to welcome, to woo and to win the stranger.

Perhaps no city in the country has environs so enticing to the lover of outdoors. More than eleven hundred miles of suburban railroad radiating from the heart of the city brings the fir covered hills, the fragrant orange groves and the great stretches of bathing beaches within less than an hour's ride.

In the city proper there are several hundred miles of improved streets and in the county four hundred miles of asphalt boulevards. So highly developed has become the aesthetic sense of the people that even these country roads are lined with roses. In a general beautification plan put into effect last fall nearly four thousand iron trellises were erected along two hundred miles of highways. Five climbing roses were set out to each trellis.

There are twenty-four parks with a total of more than four thousand acres. In Exposition Park, where are to be found the Museum of Science, Art and History, and a permanent exhibit of the state's resources in a great building designed for that purpose, also is the largest wild flower garden in the world. It covers more than four acres and was set out for Exposition year. Almost every wild flower, shrub or tree known in the State will be seen in its natural environment.

The street car and electric interurban system are said to be the finest in the world, and this is not to be wondered at when one learns the number of points of interest that are within a few miles of Los Angeles. Mount

A typical scene near Los Angeles, which has more miles of bathing beaches than any other city in the world.

Wilson and the Carnegie Solar Observatory, San Gabriel Mission, founded in 1771, and most imposing of the twenty-two missions founded by the Franciscan Fathers who first brought Christianity to California, Mt. Lowe, Los Angeles harbor, Pasadena, famed through its magnificent private homes, sunken gardens and Tournament of Roses each New Year's Day, Catalina Island with its wonderful marine gardens, the Mission play, depicting the history of early day missionaries, and dozens of other places of interest varying with the tastes of the visitor are within a few miles of the heart of the city and along the routes of special sightseeing trips by electric cars, touring busses or autos.

Mountain climbing, autoing, walking, horseback rides,

boating, bathing, fishing, golfing and outdoor sports of every description are so closely staged that all can be enjoyed within a day. In the winter or early spring, when the higher mountain peaks are snow-capped, the nature lover may snowball in the morning, eat luncheon amid the ripening oranges at noon and before dinner enjoy a dip in the surf.

Special tours may be arranged to the orange groves, the old missions, the mountain observatories, the beach cities, and other attractive spots. One feature that is of special interest to prospective visitors is the rates charged by hotels, for tours and at the restaurants. These uniformly are moderate, although the hotels afford every luxury to be found anywhere in the world. Los Angeles is the home of the cafeteria. This attractive form of restaurant has been developed to its highest perfection in the Southland. Sightseeing trips are a feature of the city's life every day in the year, so that the rates have been brought to a reasonable basis commensurate with an established commercial institution.

Accessible by the street cars or busses in the city are the alligator farm, the largest exhibit of its kind in the world, the ostrich farm, botanical gardens at Eastlake Park, Chinatown, in the heart of the city, where Oriental life is seen as its exists across the Pacific, the aviary and aquarium, Elysian Park, more than five hundred

Lighthouse in Los Angeles Harbor.

acres as Nature designed it, Griffith Park, a mountain reservation of three thousand acres in which a zoo is maintained, and Exposition Park, with its rare collection of prehistoric animals taken from asphaltum pits near Los Angeles.

While not exploited as a "point of interest," doubtless visitors will find one of the recently completed church structures of the three hundred and fifty in the city, worthy of special consideration. This is the auditorium building of the Trinity Methodist Episcopal Church South, which cost a million dollars and is said to be the most complete organization of its kind in the West. Unique features include moving pictures before Sunday School, a church for children six to fourteen years of age, which is governed by the juveniles, a nursery, a gymnasium, tennis courts, a roof garden, and half a dozen auditoriums for meetings, concerts, lectures and gatherings of almost every description.

One coming to Los Angeles in the summer will find the Southland in its most gorgeous floral adornment, which means that superlatives become important in descriptive power. Here Nature has set a colorful panorama of loveliness as though inviting the world to view her handiwork at its best. And those who see appreciate more fully how life is enlarged by coming into contact with the beautiful things God has given to man.

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LOS ANGELES, A CITY OF INDUSTRIAL OPPORTUNITY

By Arthur W. Kinney, Industrial Commissioner, Los Angeles Chamber of Commerce.

Industry is the handmaid of human progress. "Los Angeles—Where Nature Helps Industry Most," has more definite points in its favor as a factory location than any other city on the Pacific Coast of the two Americas. While our city still is in its swaddling clothes as regards manufacturing, the two great factors in its favor, strategic location and perfect climate, are attracting nation-wide attention. A perfect climate always has been ours, but the completion of the Panama Canal only has recently emphasized our remarkable strategic location. Our equable climate makes possible the manufacture here of every product every day the year 'round, a condition that obtains in no other section of our nation. Our strategic location permits of the prompt and economic assembling here of the needed raw materials of

Scene in West Lake Park, Los Angeles, Calif.

our own and foreign countries and the efficient distribution of the commodities manufactured therefrom to ready markets in this and other countries.

Henry Ford, the world's greatest automobile manufacturer, recognized the value of our marvelous location when he located here his largest assembling plant on the Pacific Coast. This section is in keeping with the wise judgment and sagacity ever exhibited by this great captain of industry, and will be emulated by many others through the years to come.

Los Angeles now has over 2,000 industrial establishments within the city proper, a hundred or more having come here within the year 1914 through the awakening of the industrial spirit, and while these cover a wide range of activities, many important lines are not here represented. We are now endeavoring to interest capital and enterprise in the development of these unrepresented lines.

In setting forth our admirable advantages for successful manufacturing we have the unusual distinction of being able to claim every one of the seven requisites

that are invariably considered in the location and operation of factories.

Many cities have three or four of these requisites—a few have five or six. Los Angeles, "Where Nature Helps Industry Most," has all seven, and in combination they offer to the manufacturer here an opportunity to achieve maximum results. They are as follows:

1. Unexcelled climatic conditions.
2. Cheap power and fuel supply.
3. Varied resources of raw materials, for various industries, including cotton, glass, wool, leather and sugar.
4. Extensive markets—local, national and foreign.
5. Unsurpassed water and rail transportation.
6. Abundant and efficient labor.
7. Splendid living conditions.

Los Angeles has fast become a center for many canning industries, such as fish, olives, fruits and vegetables. Our city is the headquarters of the mining industry of Southwestern America. Here are to be found various terra cotta and pottery clays, gypsum, talc, cement, lime, soapstone, kaolin, potash, salt, quicksilver, borax, asbestos, magnesite, asphaltum, feldspar and iron, and we are but 500 miles from the great copper smelters of Arizona. Tobacco and rice are being grown here successfully, and our farmers are furnishing the raw material for seven large beet sugar factories. Ours is the nearest port to

Queen of California's Missions at San Gabriel, near Los Angeles.

many of the rich islands of the Pacific and direct steamship service will procure for us vast quantities of pearl shell, hemp, gum copal, coca beans, cocoanut oil, corpa, rattan, dyewoods and mahogany.

In Los Angelss labor reaches its highest efficiency and maximum contentment. This is largely by reason of the effect of those far-reaching factors, unequalled climate and perfect living conditions. Our matchless climate is conducive to contentment. The cost of living here compares favorably with that in the eastern cities. The workman has no big fuel bills to pay and heavy winter clothing is unnecessary. Our factories here operate with windows open the year 'round, and in many instances their windows overlook well-kept grounds and flower gardens. We have here no great congested tenement districts. Our workmen live in modest and modern bungalows, surrounded by flowers and plots of green grass on which their children may play nearly every day in the year.

From a standpoint of scientific and economical distribution, Los Angeles offers transportation advantages that are remarkable. Our city is the terminal point for four transcontinental lines, all of which have their feeders to all the important cities of Southern California. Our local industrial section is a network of spur tracks and sidings. Los Angeles is also the center of one of America's most comprehensive electric railway systems, and 1,100 miles of suburban electric railways provide transit to our local markets and distributing points. Hundreds of miles of macadam boulevards simplify the movement of commodities by auto trucks. Los Angeles harbor is one of the most secure and accessible harbors in America. Sea-going ships of deepest draft can enter the outer harbor at any hour without the aid of a pilot Our port has modern wharfing facilities with the highest type of concrete docks and steel transit sheds. Upwards of twenty steamship companies are now either doing business through our port, or are planning to do so. The present freight service via the Panama Canal to the Atlantic seaboard is sixteen large steamers per month.

Geographical location and economical transportation make Los Angeles the logical distributing center for an enormous market. Within a radius of one hundred miles of our city there are over 1,000,000 people. The representatives of our various jobbing and manufacturing concerns are regularly calling upon the trade of the various towns and cities of the Pacific slope, which approximates at least 8,000,000 people. The great Orient and all the countries bordering on the Pacific, Oceania, South America and the Philippine Islands, are all large purchasers of American merchandise. Our local manufacturers are reaching out slowly, but surely, for their share of this business and Los Angeles, being the closest port of exportation to many of these countries, should have first call on much of this enormous demand.

Some idea of the enormous markets available to Los Angeles can be had from the following figures, which show United States exports to Pacific coast countries in 1912.

It must be borne in mind that these markets are materially closer to Los Angeles than to the sources from which they now are drawing their importations, and to which they are now sending their exportations for manufacture. Exports from United States to:

Philippines	$24,360,646.00
Hawaii	30,251,349.00
Alaska	19,417,227.00
Central America	39,693,488.00
Mexico	52,952,421.00
Chile	42,638,462.00
Bolivia	940,744.00
Ecuador	2,553,785.00
Peru	7,325,455.00
Asia	115,056,620.00
Oceania	84,661,839.00

The citizens of our city are a unit in desiring to build here a greater industrial Los Angeles. Through their Chamber of Commerce they have, with unselfish purpose, organized and financed an industrial bureau and dedicated it to the work of promoting, expanding and fostering the industrial activities of our city and its metropolitan district.

"Los Angeles—Where Nature Helps Industry Most," is at the threshold of an era of marvelous development. Those who build factories and those who work therein are thrice welcome within her gates.

THE LOS ANGELES HOTEL AND EXPOSITION BUREAU, with accommodations for 2,000 guests per day, has been selected as the stopping places for the delegates who will attend the National Editorial Association during the Convention in Los Angeles. : : : :

Convention headquarters will be at the Gates Hotel, one of the leading, strictly first-class Hotels of Los Angeles, located at 6th and Figueroa Sts. A modern nine-story building of reinforced concrete construction, with every convenience for the comfort of the guest. 250 rooms with baths, 50 without.

The rates of the hotels in the Bureau are uniformly moderate. The hostelries afford every luxury to be found anywhere in the world.

The pleasure of a trip is heightened many fold by the manner of one's entertainment. Clean, well-lighted, quiet rooms, beautiful furnishings, quick and courteous response to every requirement, a dining-place exquisite in all its appointments, the most edible foods served inimitably; all these satisfy the aesthetic desires of the most exacting and materially promote the sum total of happiness.

Bureau headquarters have established at The Huntington Hotel, 8th and Main Sts., in the civic center of Los Angeles, where a separate register will be provided for the registration of delegates.

The universal use of the register by the delegates will be found to be a great convenience not only for the travelers themselves but for their friends, many of whom will be found here.

The hotels in the Bureau are the nearest and most convenient to the Normal High School Auditorium, where the convention's meetings will be held.

Applications for Reservations should be made to P. A. Young, the Manager of the Los Angeles Hotel and Exposition Bureau, Hotel Huntington, Eighth and Main Sts., Los Angeles.

THE LOS ANGELES TIMES BUILDING
ERECTED 1911—1912

On the self-same spot where stood the original Times Building, criminally destroyed October 1st, 1910, through the allied agencies of conspiracy, dynamite and fire; together with the lives of twenty most faithful workmen.

"And willing hands
Shall take their places here and rear again
A thousand temples unto liberty
For every one that falls."

Dedicated October 12, 1912.

THE CRIME OF THE CENTURY

And Its Tragic Aftermath—The Sublime Resolve.

I.

The sunset glow fell on a temple fair,
A temple built to Human Liberty;
The golden rays lit up its battlements,
And high upon the tower its bronzing light
Glowed on a graven Eagle, with its wings
Outstretched against the sky, tipped with the sun,
Mute symbol of the hope of Liberty.

II.

Against the somber sky of starlit night
The temple's silhouette, majestic, stood,
And from its windows high bright streams of light
Dispelled the darkness with their silver shafts,
Like some lighthouse flashing o'er dark seas,
To lead the prows of Freedom's argosy
Twixt Scylla and Charybdis, safe to port.
We saw within, where men of brawn and brain
Worked through the darkening watches of the night,
We heard the presses throb like looms of thought,
That wove the songs of Freedom for mankind,
Where Labor strove to be forever free,
To put new light in eyes that erst were blind,
To fill the hearts of weary men with hope,
And make the world the better through their toil.

III.

The morning dawned upon the wreck and ruin
Wrought by hands of vandals in the night,
And shattered wall and blackened tower stood
In mournful silence o'er the smoldering fire
Whose fierce Inferno wrapped in molten shrouds
The ashes of the hosts who labored there;
For in the night some hellish anarchy
Had lit the bomb that tore the temple down
And sent their wailing souls on tongues of flame
And wings of fire up through the starlit skies.
The morning sun fell on a countless throng,
Some weeping for their loved ones, like the cry
Of moaning billows on the storm-swept shore,
Some grim and silent, and with pallid face
That marked a stern and resolute demand
That Justice bring the vandals back again
To yield to God the wages of their sin.

So it shall be, their bloody hands revealed,
Their mur'drous hearts and souls of anarchy
Shall answer with their lives to those dead lips
That speak, though from the grave, with mighty force
The charge of murder, damnable and foul.†

IV.

High on the ruins of the battlement
The Eagle stood, unscathed, above the wreck
Of dynamite and death. The morning sun
Threw o'er its grimy wings a sheen of gold
To symbolize that Liberty shall live,
While in the arms of God the martyred dead
Shall rest eternally, and willing hands
Shall take their places here and rear again
A thousand temples unto Liberty
For every one that falls.

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*Written in September, 1911, by Drayton Pitts at Los Angeles, and dedicated to Gen. Harrison Gray Otis.

†The dead were twenty.

The San Diego Exposition

To be Visited by the N. E. A. Members July 2-3.

"EVERY American should see the San Diego Exposition, Architecturally; it is the most wonderful achievement I have ever seen."

This opinion, expressed by John Barrett, Director-general of the Pan-American Union, gives in a few words the sentiment of the hundreds of thousands who have visited the grounds of the Panama-California Exposition at San Diego, which opened on New Year's Eve for the entire year 1915.

Even the most optimistic prophets failed to realize what a drawing card the San Diego Exposition would be to persons from all parts of the country. More than 42,000 persons attended the opening New Year's Eve; and since then, thousands have passed through the Exposition gates every day. Although the low railroad rates from eastern points do not go into effect until March 1st, the great stretch of country east of the Rocky Mountains is well represented among the visitors who throng the Exposition grounds.

With San Diego one of the most important military and naval centers on the Pacific Coast, the army and navy of the United States of course play prominent parts in the life of the Exposition. The land parade on January 2nd to celebrate the opening of the first all-year exposition in history, was one of the largest military parades ever seen on the Pacific Coast. Since that time, the First Battalion, Fourth Regiment U. S. Marine Corps, which is camped on the Exposition grounds, has held daily drills, music being furnished by the regimental band, which also is stationed at the Exposition for the entire year 1915. A division of United States Cavalry accompanied by the First Cavalry Band is also stationed in the park, while sailors and bands from the warships in the harbor furnish the naval features.

View from a point above Exposition Buildings, San Diego.

Guarding the entrance to San Diego Bay is Fort Rosecrans with two additional companies of coast artillery and the Thirteenth Coast Artillery Band for Exposition year. All military and naval bands play on the Exposition grounds.

In the harbor, of course, are numerous warships. The cruiser San Diego, flagship of the Pacific Fleet under command of Rear Admiral Thomas Benton Howard, was present at the opening of the Exposition, as were a score of other war vessels, including cruisers, destroyers, and submarines. Sailors and marines from the fighting ships are always to be seen about the Exposition grounds.

A unique feature of the military side of the Exposition is the presence of the Twenty-fifth Regiment Band from Ensenda, Mexico. The Twenty-fifth Regiment is famous throughout the southern republic for its fidelity to whatever government may be in possession of the national capital. The soldiers fought for Diaz against Madero, for Madero against Carranza, for Carranza against Villa; and now that Villa has Mexico City, they are staunch adherents of his cause. The regiment's band is one of the best-known military organizations in Mexico; and on account of the short distance between this city and Ensenda, the capital of Lower California, where the band is stationed, the Mexican musicians are frequent visitors at the Exposition.

An outdoor organ concert in February. Part of a crowd of several thousand listening to the largest outdoor organ in the world and a chorus of 100 voices, at the first all-year Exposition in History, San Diego, Calif., 1915.

Preparations for the Pacific fleet of the United States to welcome President Wilson and the Atlantic fleet when the chief executive and the great international armada come through the Panama Canal in March, are going rapidly forward. The west coast fleet, made up of the flagship San Diego, under Rear Admiral Thomas B. Howard, the cruisers Colorado and South Dakota, nine torpedo boat destroyers, and four submarines, will mobilize at San Diego to greet the war vessels from the Atlantic seaboard. At present the destroyers and the submarines are already here, while the cruisers are on patrol duty off the Mexican coast.

Composing the great fleet which will come through the Panama Canal, will be the famous battleship Oregon, bearing President Wilson, the cruiser Olympia, which won fame at Manila, twenty-one super-dreadnaughts and battleships and a flotilla of destroyers from the American Atlantic fleet, two armored cruisers from Argentina, two battleships from Brazil, and four cruisers from other South American countries.

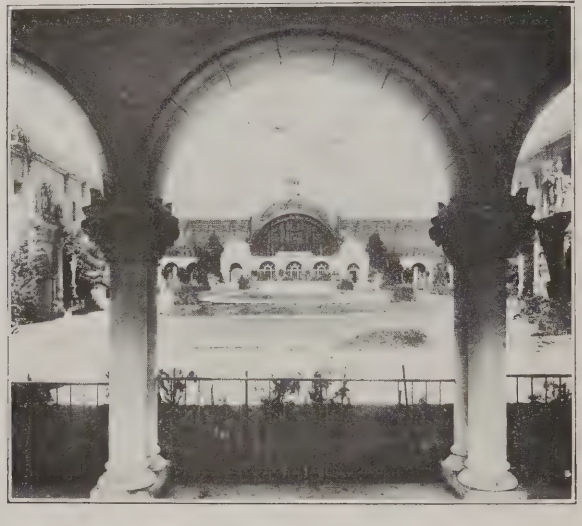
The armada will steam up the west coast to this port, where the first stop will be made. This will be the

greatest fleet of war vessels ever assembled in the Pacific Ocean.

There are many unique features at the San Diego Exposition, and their number and importance is due directly to the existence of the Fair at San Francisco, at first thought a calamity but now recognized as a decided boon, for it was competition that forced San Diego to create something different from the conventional, and better than it.

Several of the buildings are large, but except for the great dome and tower of the California State Building, standing at the west approach near the end of the great Puente Cabrillo, few are tall. Instead they spread luxuriously over broad spaces on the mesa which looks down on the sea and the strand of Coronado, or back up the fertile valleys to the Sierras, with long, cool cloisters and arcades lining their facades. Instead of baking streets there are prados, bordered with acacia and lawns and thick beds of gladiolus and poinsettia and low shrubbery which droops through the arches of the arcades. Up the walls, up to the Spanish domes and towers and the belfries where pigeons nest and mission bells swing, clambers the gorgeous growth of rose and honeysuckle and bougainvillaea, the superb vine whose bloom does much to make a fairyland of Southern California.

A portal invites one past the cloister, and beyond there lies a quiet patio, green with foliage illuminated



Entrance to Botanical Gardens through an open Arcade. Flowers in foreground and growing up lath-house,

North Facade, Commerce and Industries Building, San Diego, Calif.

by the color of an occasional flowering shrub, murmuring with the soft play of a fountain. A rug-draped balcony on the wall of an adjoining palace stirs a lazy spirit of romance, and a recollection of Spanish tradition, and a complete understanding when the shrubbery stirs slightly and there appears a slim caballero singing his serenade to the girl behind the railing. The guards and attendants in this dream city are conquistadores and caballeros. The dancing girls who hold carnival in the plazas and along the Prado are Spanish dancing girls.

San Diego is the furthest south of the Pacific ports of this country, 600 miles nearer the Panama Canal than San Francisco, and equipped with a 22-mile natural harbor. So far, San Diego should be the first port to benefit from the opening of the Canal. But further than that, the curvature of the coast places San Diego much further east than the ports to the north, and, still more important, the grade over the Sierras at that point is much lower than elsewhere. These are important considerations in the matter of railroads, and naturally that is an important factor in that the goods brought through the Canal must be shipped to the back country by rail, and the farm and mineral products of the back country must be shipped down to tidewater by rail.

San Diego, then, has an individual interest in the development of the back country, but broader than that interest is the genuine intent of the Exposition to stimulate bigger things, the upbuilding of the entire west, and in this program Washington and Montana and Kansas are taking as much interest as Nevada and New Mexico and Utah and the other States which may be considered as in the southwest. Their state buildings are devoted to a sort of "follow up" system of the Exposition's program for developing the nation's agricultural resources, by methods as novel as the architectural program and as effective.

The "back-to-the-land" movement has been urged by pen and brush and oratory. It can be conceded that the country is fairly well aware that there should be a shifting of population from city to country instead of country to city. It can be conceded that the city man who has made more or less of a failure, and his brother who has made more or less of a success in the metropolis, alike have a longing to get out of the dust and turmoil and tension of town and into the clear air of the fields. But the land is not occupied. The government has held land shows, but the movement to the farm is not a big one.

The failure of these methods is due to just one thing—the lack of any real information to the possible farmer as to how he was going to get back to the land and what he was going to do when he got there. The same is true of world's fair agricultural exhibits of the past, which have shown majestic pyramids of oranges and a great array of other fruits and vegetables and cereals and grasses. None were materially different from those the possible farmer might have seen in his own city at the grocery or produce exchange. That is another significant difference between San Diego's new type and the old world's fair.

The man who walked through the palace of machinery at the world's fair of the past and saw absolutely nothing to catch and retain his interest will not see that sort

of machinery exhibit. At the north end of the grounds there is a great tract of land. Through that tract are moving the heaviest tractors, the giant cultivators, the latest style in reapers and binders and threshers. The city man who would not look for a minute at idle machinery in a great hall, or at a sheaf of wheat in another hall, will look long at a motor-driven machine which sows the wheat and another reaps it and gets it ready for the mills.

Down the Alameda from that large scale farm display is the model intensive farm. Many there are in the back-to-the-land movement who can afford to take up 160 or 320 acre tracts, equip them and cultivate them, but many others there are who for financial or physical reasons can do nothing of the sort. But if these men can see a fiveacre tract bearing a variety of fruits, and by intensive cultivation bearing a still greater variety of vegetables in the soil beneath the fruit trees, if they can see a little section given over to vineyards, another to berries, another to a small poultry farm, if they can see that this tract produces four or five times as much as the same area did under old style methods, and with less labor, if they can catch the spirit of the "little lander," who gets "a sure living and a good profit on a little land"—then there is a meaning to them. The effort has been to show just such men exactly what they can expect if they are willing to work.

In the center of the model intensive farm is a typical western bungalow. And while the prospective farmer is discovering that modern machinery is saving him the drudgery that his grandfather had to bear, the prospective farmer's wife is discovering that other machinery will save her the drudgery that was her grandmother's. She will see that the model bungalow has equipment just as complete as the city apartment.

Both of them will discover that if they could make money on a small tract, other city people could do the same with a similar tract nearby, and others in the other direction—in brief, that intensive farming means colonizing, and colonies mean good roads and good schools and churches and the other essentials of community life. The principal terrors of farm life are shown to be only bogies.

Across the ravine from that intensive farm is an orchard in full bearing, designed to show the operation of the latest type of orchard machinery, and across the way is another orchard, of citrus fruit, picked from the best orchards of Southern California, showing the orange, the grapefruit, the lemon, the kumquat and the other citrus fruit growing alongside the paths. The exquisite fragrance of the citrus blossoms lingers long in the nostrils of him who has sniffed it.

That is the spirit of all the exhibits, many of them out-of-doors, many indoors in the missions, the palaces, the cathedrals of the Spanish city. The broad lawns, the grove of pepper trees, the patios, the wide stretch of open country all about, stretching down to the canyons, encourage one mightily. He realizes that this, after all, is a concentration in a small space of the whole life of the new West, and he is filled with a longing to see more, to see the great vineyards of olive and orange, to see the vast apple and cherry country to the north, to roam in the forest reserves and up to the slopes of the snow-capped Rockies, and over the agricultural empire beyond. It is typically western, this, but its great lesson, the utilization of possibilities, is as applicable to the cut-over timber lands of Wisconsin, the "flats" of the Mississippi Valley, the neglected lands of the south and of New England. He who is willing to learn can learn a plenty, wherever his interests may lie.

There is something of this spirit in the "Painted Desert," which started as an amusement, but has developed into an education. Surrounded by an adobe wall and a cedar post stockade, its rocky formation, its sand, its very cactus like to the scenery of the real Painted Desert of Arizona, it seeks to concentrate in a small space the real native life of the southwest. It is cut by a high mesa. On one side lies the reserve of the Navajos and the other wandering tribes, on the other pueblos of the village Indians, the Hopi, Zuni, Taos and the Rio Grande pueblos. The Indians have been brought to San Diego to build the homes they will occupy in 1915, and they have wrought well, thanks to a deal of encouragement from the white men who have performed all the heavy work. Braves and squaws and papooses are there, and the pottery is being shaped, the rugs and blankets are being woven, the ornaments being pounded out, exactly as the arts and crafts of the red men have been carried on for centuries. The tribal ceremonies take place in reconstructed kivas which stand in the open space before the high adobe dwellings. This should rank properly with the ethnology exhibit at the other end of the grounds.

Amusements there are in plenty, for no exposition could succeed without its Pike or Midway—the "Isthmus" at San Diego, as a fresh reminder of what it is the Panama-California Exposition is celebrating. There are entertainments of a hundred varieties, but the impression exists that the casual tourist who goes to San Diego in 1915 for amusement will get that, but in addition will come away with an education.

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PROPOSED ITINERARY OF NATIONAL EDITORIAL ASSOCIATION MEETING AND OUTING, CALIFORNIA, 1915

By George Schlosser, Secretary, Sioux Falls, S. D.

Leave Chicago, via Santa Fe, Thursday, June 24th, 9 P. M.
Arrive Kansas City, Friday, June 25th, 10 A. M.
Arrive Denver, Colorado, Saturday, June 26th, 6 A. M.

My program at Denver would simply include breakfast, visit to the Big Indian Pow-wow, auto ride over city. This is to occupy the forenoon. Dinner at one o'clock. Take train for Colorado Springs. Trolley and auto ride, visiting National Printer's Home. Take train about four o'clock for Pueblo. At Pueblo we will enjoy a twilight auto ride about the city and be otherwise entertained until midnight. Then take our train again.

Arrive at Trinidad for early breakfast, Sunday, June 27th.
Arrive Santa Fe, Sunday, June 27th, at about 2 P. M.
Auto and trolley ride about city.
Arrive Albuquerque same evening about 7 P. M.
300 autos will be lined up to make a twilight drive about the city. Lunchcon.
Arrive Grand Canyon, Monday, June 28, at 11 A. M.
Leave Grand Canyon at 7 P. M., same day.
Arrive Los Angeles, Tuesday, June 29th, at 8 A. M.
Tuesday, June 29th,
Wednesday, June 30th,
Thursday, July 1st, to be occupied with business session.
Friday, July 2nd,
Saturday, July 3rd,
Sunday, July 4th, sightseeing in Los Angeles and vicinity. Take sleepers for Los Angeles about midnight, Sunday, July 4th, for San Diego.

Arrive San Diego, Monday, July 5th, at about 6 A. M. Guests of San Diego for the day.

Tuesday, July 6th, visit Riverside and Redlands. To be entertained at both points.

Tuesday evening, July 6th, leave for San Francisco.

Arrive Oakland, Wednesday, July 7th, at 8 A. M. Present plans are to make Oakland headquarters, on account of hotel accomodations. All this, however, may be changed.

Wednesday, July 7th,

Thursday, July 8th,

Friday, July 9th, to be spent in visiting Exposition and sightseeing in San Francisco, and also participating in sessions of International Press Congress.

Saturday, July 10th,

Sunday, July 11th,

Monday, July 12th, to be spent in sightseeing in and about Oakland. This will probably include a trip by boat, on Sunday, in the harbor, trip to Berkeley, and visit to San Jose, Monterey, Santa Cruz, and intermediate points. The program to be prepared by cities and localities interested.

Tuesday, July 13th, A. M., take boat for trip via river to Sacramento, with intermediate stops and entertainment. Reach Sacramento middle of the afternoon. Will be entertained by Capital City balance of day and evening.

Wednesday morning, July 14th. This day will be at the disposal of Sacramento and citizens in that locality, and will be spent sightseeing. The evening to be spent in Sacramento.

Thursday morning at a seasonable hour, take train for San Francisco, which will nominally conclude the outing.

Details for return trip are working out nicely, but as so many will have choice of routes with all kinds of stop-over privileges, no attempt will be made to "herd the party," but where a considerable number arrange to leave and travel together, I will provide some features of entertainment on the homeward journey.

Many suggestions along this line, routes, etc., will be covered in a more elaborate itinerary to be issued at a very early date.

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PROGRAM OF ENTERTAINMENT IN SAN DIEGO

San Diego headquarters for the National Editorial Association delegates will be at the Hotel St. James, a new eleven story steel and concrete building, and one of the new down-town hotels of San Diego, equipped with every modern appliance for the convenience and safety of its guests.

The location of the Hotel St. James on Sixth Street, between E and F Streets, is in the heart of the down-town, banking, shopping and amusement district.

The rooms in the St. James are all outside, with the greatest possible amount of sunshine and fresh air, and beautifully furnished throughout in mahogany.

The roof garden is one of the show places of the city and the view is unsurpassed, the Exposition Grounds, Mexican Mountains, Coronado, and the bay, are a few of the points of interest that are in plain view.

To take care of large numbers of people and convention gatherings the San Diego Reservation Hotel Bureau has been formed by several of the down-town modern hotels of San Diego, with bureau headquarters at the St. James Hotel, so they are now prepared to make reservations for the accommodations of one thousand guests per day.

Rates will be

Room for 1 person, from	$1.50
Room for 2 persons, from	2.50
Room with bath, one person, from	2.00
Room with bath, two persons, from	3.00

Application for reservations should be made to W. D. Church, the manager of the Hotel St. James.

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FREDERICK W. SHERMAN, THE PRINTERS' EXCHANGE

Newspaper men and women and printers generally, contemplating locating in the Pacific Coast country, will find The Printers' Exchange, at 222 Franklin St., Los Angeles, California, of great assistance. This concern has been established for about three years and makes a business of finding newspapers and job shops that will suit those who desire to locate, and of finding buyers for those who desire to sell. It is also agent for the well-known Duplex flat-bed and rotary newspaper perfecting presses manufactured at Battle Creek, Mich., and carries a stock and sells second-hand printing equipment of all kinds.

The Printers' Exchange is conducted by Fred W. Sherman, who formerly was associated with his father, the late Loren A. Sherman, as publisher of the Times, daily and weekly, at Port Huron, Michigan, for many years. He disposed of the control of his Port Huron paper five years ago and located in California and for a time published The Independent at Santa Barbara. He still is interested in The Times-Herald at Port Huron and has other large interests there. While in Port Huron, Mr. Sherman was active in the Michigan Press Association, having been secretary of that association at one time and during his incumbency of that office placed the Michigan Bulletin, the official organ of that body, on a substantial foundation. He was also very active in the Inland Daily Press Association and for several years was chairman of the executive committee of that organization and was well known among publishers throughout the Northern Central States. The elder Sherman, who died a year ago, was prominent in the affairs of the National Editorial Association for twenty years or more, serving most of the time as executive committeeman from Michigan.

Some recent sales through The Printers' Exchange to new-comers from the East are a half interest in the E. H. Brown Printing Co., of Los Angeles, to Alex. Anderson, late of Toledo, Ohio; the controlling interest in the Messenger, a weekly at Monrovia, California, to A. L. Wooldridge, late of St. Paul, Minn.; a half interest in the Alhambra Advocate, daily and weekly at Alhambra, California, to Byron N. Marriott, late of Clyde, N. Y.

Mr. Sherman has had wide experience in the printing and newspaper business and in making a sale of a property looks carefully after the interests of both buyer and seller. This is a most valuable service to the buyer, as in going into another state, a buyer is not likely to be familiar with the laws, and to be assured of protection in making a purchase is a very great advantage. The Printers' Exchange also saves a prospective buyer a large expense in hunting over the territory for a property that suits him. Being familiar with the newspaper situation in the territory covered by its business, the office can supply to a prospect information concerning nearly every paper and saves the prospect much useless travel and expense.

"California furnishes a newspaper field greater than any similar population in the country," said Mr. Sherman to the editor of the National Printer-Journalist. "This is because of the character of the population, which consists chiefly of educated immigrants from the East and is therefore a great consumer of newspapers. California is developing more rapidly than any other section of the United States, which makes it a wonderful field for newspapers and naturally brings about more changes than in the older settled sections. The rush of immigration from the East is greater than ever and when the war in Europe comes to an end, there will be a great struggle of the masses of that continent to reach the western shores of America via the Panama Canal, the opening of which we are celebrating this year. And with the increase in population comes greater prosperity for newspaper publishers as well as more newspapers."

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UNITED TYPOTHETAE AND BEN FRANKLIN CLUBS OF AMERICA TO MEET IN LOS ANGELES

The United Typothetae and Ben Franklin Clubs of America are to meet in Los Angeles September 21, 22 and 23. The officers of the Los Angeles Typothetae are:

President, S. W. Crabill; Vice-president, T. W. Coles; Secretary. Irving H. Rice, 303 E. Fourth St.; Treasurer, Fletcher Ford.

The local organization is preparing to carry out all that was promised and more. Plans are already being laid out for a large attendance at the conventio nand every manner of enterainment will be provided. The comfort and pleasure of every visiting delegate is assured. Automobile rides and several side trips are planned and to these will be added other attractive features.

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UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF JOURNALISM

Visiting delegates to the National Editorial Association's convention in Los Angeles June 29th. may be interested to know that in that city is located one of the schools of Journalism of which nearly a score have been inaugurated in the United States during the past four or five years. The University of Southern California offers work in Journalism which will probably be arranged next year so that it will lead to a special degree. At the present time, the work in question is given in connection with the English Department. The instructor, Bruce O. Bliven, gives courses in news writing, and the writing of Advertising. which cover all phases of those subjects. Special attention is paid to the problem of managership, particularly in the field of the country weekly. Mr. Bliven is a graduate of Stanford University, had a number of years' metropolitan newspaper experience in the editorial end, and for some time was advertising manager for a big department store.

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WISCONSIN CONFERENCE ON PRINTING AND NEWSPAPER PUBLISHING

A state conference on printing and newspaper publishing is to be held by the Wisconsin Press Association, the Wisconsin Daily League, ad the Wisconsin Ben Franklin Clubs in coöperation with the department of journalism at the University of Wisconsin at Madison, May 26, 27, and 28.

Cost accounting for printers and newspaper publishers, advertising rates for daily and weekly newspapers, circulation problems, are to the subjects of discussion. Several well-known experts, advertising men, and editors are to be the principal speakers.

The first meeting of the joint committee of the three associations was held in the department of journalism rooms at the State University on February 26th, when general arrangements for the conference were made. The joint committee also voted to coöperate with the department of journalism in its efforts to assist the editors and publishers of the State.

Gets Photographs of Old Time Editors

The department of journalism at the University of Wisconsin has secured several large photographs of well-known editors taken by Brady, the Washington photographer. The portraits are of James Watson Webb, publisher of the New York Courier and Enquirer from 1827 to 1861, and one of the founders of the first New York Associated Press, Henry J. Raymond, first editor of the New York Times, and Sir William Henry Russell "Bull Run" Russell), "the first and greatest war correspondent," according to his epitaph in St. Paul's Cathedral, London. All of the photographs, which have been framed and hung in the lecture room of the department, were taken just before or during the Civil War, and are excellent likenesses. A large steel engraving of Horace Greeley done by Ritchie, after a photograph by Brady, has also been added to the collection of framed photographs in the rooms of the department of journalism at Wisconsin.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

THE MICHIGAN CONVENTION

Grand Rapids is to entertain the Michigan Press and Printers' Federation on March 11th, 12th and 13th. On the 15th of January a meeting of the executive committee was held at Saginaw, when a program was mapped out.

As arrangements have been made at present registration will take place on Thursday morning, March 11th. In the afternoon there will be a joint session of the federation, to be opened by Grant Goodrich, president of the Grand Rapids Employing Printers' Association. An address of welcome will be delivered by Mayor Ellis, and there will be responses by members of the daily, weekly, women's and job sections. Then the president of the federation will make his annual report, to be followed by talks of several prominent men. It is likely that one of them will be Arthur Brisbane, of New York. Quite a lot of interest is being manifested in the "Question Box," which will be one of the convention features. This part of the program is in the hands of Fred Gage. Thursday evening there will be an entertainment provided by Grand Rapids printers. Friday morning will be devoted to sectional meetings. In the afternoon there will be a general session. The topics to be discussed will be, "Credits," "Long Lists," and "Salesmanship." Saturday morning will again be given over to sectional meetings, while the afternoon will have the final general sessions. "Fire Insurance," "The Workmen's Compensation Act," and "Have You an Appraiser?" will be the topics to come up for discussion. Election of officers will also take place.

A special committee comprising George Harland of Detroit, and J. B. Haskins, of Howard City, was appointed to draft resolutions and by-laws governing the association, to be ready for the Grand Rapids convention. The members of the executive committee reported that there was a lot of enthusiasm being shown, particularly by newspaper publishers, both daily and weekly, who seem to have taken a sudden awakening to the possiblities of the coming convention, and what it will actually mean to them and the printing and publishing industry. On Friday evening there will be an elaborate banquet. The program also has a number of special entertainment features for the ladies.

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EDITORS OF MINNESOTA CONVENE IN ST. PAUL

The Minnesota Editorial Association met February 19th and 20th, in St. Paul. An address on, "The World's Journalism," by Walter Williams, dean of the Missouri School of Journalism, was an interesting feature of the program.

Prominent country editors spoke, including H. C. Hotaling of Mapleton, president of the association; A. O. Moreaux of Luverne, F. E. Hadley of Winnebago, L. A. Rossman of Grand Rapids, Harold H. Barker of Elbow Lake, W. P. Kirkwood, head of the course in journalism at the University of Minnesota and others.

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LOUISIANA PRESS ASSOCIATION

Complying with the desire of the Louisiana Press Association as expressed at its meeting in New Orleans in August, its president, William E. Krebs of the Lake Charles American-Press, has selected Monroe, La., as the next meeting place and has named as the executive committee J. W. Smith of the Monroe News-Star, Savery H. Lewis of the Ruston Leader, L. H. Barnes of the Farmerville Gazette, James N. Turner of the Lake Providence Banner-Democrat, and Horace Mangham of the Rayville Beacon-News.

The annual meeting will probably be held June 8, 9 and 10. The association is gaining in membership and the committee hopes to be able to offer its members at its next meeting a program of much practical benefit.

* * *

VIRGINIA EDITORS TO MEET

The executive committee of the Virginia Press Association has selected July 15-17 as the dates, and Newport News, Va., as the place, for the annual meeting of the association. George O. Green, editor of the Clifton Forge Review, is the president of the association.

MEETING OF THE "BUCKEYE STATE" EDITORS

The meeting of the Buckeye Press Association of Ohio was held Thursday, Friday and Saturday, February 18, 19 and 20, in Columbus. On Friday evening the members were entertained with a banquet. The program was as follows:

"Classified Advertising," by W. H. Fletcher of the Grover Hill Reporter.

"Mileage in Exchange for Advertising," by Bruce G. Gaumer of the Marysville Journal.

"Country Publishers' Prices," by C. W. McIntosh of the West Alexandria Echo.

"Developing Advertising," by Paul Cochrun of the Spencerville Journal-News.

"The Editor of a Weekly," by Lloyd Gehres of the Waverly Republican-Herald.

"Making Subscribers Stockholders," by George H. Speck of the Pemberville Leader.

"Managing a Newspaper," by Mrs. Olive B. Mackan of the Plain City Advocate.

"The Ohio School of Journalism," by Joseph Myers of the School of Journalism, Ohio State University.

"An Official Organ," by Chester E. Bryan of the London Democrat.

"My Experience," by Miss Sylvester of the Wellston Telegram.

"Legislation," by Hon. William Behne of the Bryan Democrat.

Ad Rates Discussed.

Advertising rates came up for discussion and it was noted that many publishers have gradually increased their rates until now the average rate is about fifteen cents per inch. A large number of publishers have installed a simplified cost system of time tickets and are getting a better price for job work.

The executive committee of the Ohio Printers' federation invited the printers and publishers present to become members of the Ohio Printers' Federation.

The Friday morning session was held at the Ohio State University upon the invitation of Prof. J. S. Meyers, head of the department of journalism. The editors were given an opportunity to see just what is being done in the school of journalism and the students were shown at work getting out their school publication.

There were several splendid addresses and papers read by well-known editors and journalists and when the sessions were concluded, it was agreed that this had been one of the best gatherings of the association.

JOURNALISM WEEK AT COLUMBIA, MO.

A notable gathering of newspaper men, educators and public officials is assured for the sixth annual Journalism week at the University of Missouri, May 3 to 7.

Most of the speakers at the night meetings will be former Missourians who have become nationally known. The week to a large extent will be a "Made-in-Missouri" week, combining a home-coming celebration with the conference on newspaper problems.

Among the speakers other than Missourians will be Irvin S. Cobb, who will talk on "The Work of the Reporter." Another will be Chase S. Osborn, former governor of Michigan, editor of the Sault Ste Marie (Mich.) News. His address, "The Journalism that Serves," probably will be the closing feature of the week.

Fred G. Cooper of Collier's Weekly, representing the picture-making side of newspaper work, will talk on, "The Cartoonist at Work."

A native Missourian, Dr. Henry S. Pritchett, president of the Carnegie Foundation for the Advancement of Teaching, will deliver the opening address, the night of May 3rd. His subject will be, "The Press as an Educator." Doctor Pritchett was born in Howard County, and for twelve years was a professor in Washington University of St. Louis.

Charles H. Grasty of the Baltimore Sun, a former student of the University of Missouri, and at one time managing editor of the Kansas City Times, will speak on, "Tendencies in Modern Journalism."

Meetings of the Missouri State Editorial Association and of other organizations of newspaper and advertising men will be held in Columbia during the week.

* * *

The annual winter session of the Western Iowa Editorial Association was held in the auditorium of the Public Library in Council Bluffs, Friday, February 26th. W. D. Jamieson, of the Shenandoah World; P. S. Junkin, of the Creston Advertiser; W. P. Wortman, of the Malvern Leader, and W. F. Budd, of the Anita Tribune, were among the speakers scheduled.

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The Kansas Daily League, an organization of newspaper representatives—one from each town—met at the Throop Hotel, Topeka, recently, with an attendance of fifteen of the twenty members present. An object of the organization is a united effort with a view to advertising the resources of Kansas for the enlightenment of the national advertisers.

George W. Marble, of the Fort Scott Tribune-Monitor, is president of the league. Clyde Knox, of the Independence Reporter, is vice-president. A. M. Clapp, advertising manager for the Fort Scott Tribune-Monitor, is secretary.

* * *

The annual meeting of the Southwestern Association of the Associated Press was held in Knoxville, Tenn., Monday and Tuesday, February 8th and 9th.

This meeting was attended by editors, copy readers and publishers of Associated Press newspapers in the states of Tennessee, Kentucky, Georgia, Alabama, Mississippi and Louisiana.

* * *

The West Tennessee Press Association, on January 15th, at Jackson, Tenn., held its first quarterly session since its organization in Jackson last October. All the newspaper men were enthusiastic in their reception of the addresses that were made and expressed themselves as being highly benefited by the meeting.

The next meeting will be held in Martin in April.

C. T. Harrell, of Humboldt, president of the West Tennessee League of Business Men's Clubs, addressed the editors on "Coöperation." He urged them to aid the commercial clubs of their towns, saying that fifty per cent of the responsibility for the success of such clubs depends upon the support that is given by the newspaper.

The remainder of the program was as follows: Welcome address, H. C. Ross, Jr.; "Should Advertising Rates be Uniform among the Members of the West Tennessee Press Association?" J. D. Gilbert, Huntingdon Democrat; "Country Correspondence, How to Procure and How to Hold; Does It Increase Circulation on Rural Routes?" J. L. Holbrook, Dresden Enterprise; "Newspaper Problems," W. T. Loggins, Fayette Falcon; "Price of Job Work; Should It not be Uniform in All Printing Offices?" T. L. Turner, Martin Mail; "Should Foreign Advertising be taken at a Less Rate than Home Advertising?" Chas. Smith, Trenton Herald-Democrat; "Cost System in Country Offices," R. H. Holt; "A Country Newspaper as a Business Institution," G. W. Boucher, Dyer Reporter.

The following committees were appointed: Resolution—G. W. Boucher, W. T. Loggins and J. L. Holbrook; Minimum Advertising Rates—J. R. Rison, Jr., J. B. Gilbert and W. T. Loggins; Legislation—J. B. Gilbert, J. L. Holbrook and John R. Riser, Jr.; Job Printing Prices—T. L. Turner, J. C. Rigers and Chas. Smith.

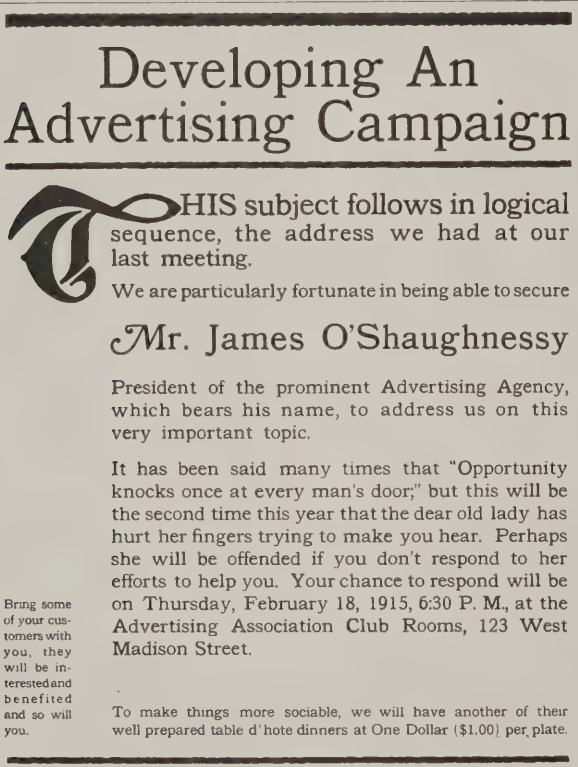
* * *

The printer-publishers of Iowa are to have a short course of trade instruction at the State College at Ames March 18, 19 and 20.

Cost accounting, practical typographical problems and kindred subjects will be considered. Contests for prizes will be a feature.

Prof. F. W. Beckman, who has planned arrangements, announces that the purpose of the course is "to awaken the newspaper men of the country field to the importance of making their newspaper a larger factor in rural development and also to show them how the rural field may be made to produce a profitable business; second, to give practical instruction in cost accounting and other phases of country newspaper shop management that will help publishers to put their business on a more satisfactory basis."

Prof. Beckman observes, in a letter accompanying "that a short course with these combined purposes is unique in the field of instruction. There have been numerous conferences dealing with the professional or ethical side of journalism, but I doubt whether there has been elsewhere such a conference as we plan."


Developing An Advertising Campaign
THIS subject follows in logical sequence, the address we had at our last meeting.
We are particularly fortunate in being able to secure
Mr. James O'Shaughnessy
President of the prominent Advertising Agency, which bears his name, to address us on this very important topic.
It has been said many times that "Opportunity knocks once at every man's door," but this will be the second time this year that the dear old lady has hurt her fingers trying to make you hear. Perhaps she will be offended if you don't respond to her efforts to help you. Your chance to respond will be on Thursday, February 18, 1915, 6:30 P. M., at the Advertising Association Club Rooms, 123 West Madison Street.
Bring some of your customers with you, they will be interested and benefited and so will you.
To make things more sociable, we will have another of their well prepared table d'hote dinners at One Dollar ($1.00) per plate.
The Ben Franklin Club of Chicago

A reduced reproduction of a 9 x 12 announcement, one of the kind that gets results. The original was on light brown Ben Franklin Book paper and was printed in green and brown.

"As the course takes up the problems of the printing craft, attention will be given to cost accounting for the country plant. This work will be in charge of a country newspaper man and printer who has applied cost accounting to his own business successfully, Howard Rann of the Manchester Press. Mr. Rann became convinced long ago that his establishment, like every other, needed a better business system. He hunted far for something that would work. He attended various cost accounting congresses, and he completed a correspondence course in the subject. Then he made the systems he had studied fit his own business. Mr. Rann knows the subject because he has lived with it for a couple of years or more. He knows how to present it, because he thinks clearly and speaks entertainingly. He will come with charts and blanks, ready to go to the bottom of cost accounting.

"Two other important phases of country newspaper printing will be presented by O. J. Benjamin, formerly of the Nevada Journal, one of the outstanding country newspaper successes in the United States. In one session Mr. Benjamin will deal with "Newspaper Accounting and Costs," explaining in detail how the Journal keeps books to determine what the various costs of making a newspaper are and, for instance, what advertising space actually costs the printer. In another session he will discuss "Agricultural Advertising for the Country Newspaper," explaining the system whereby the Journal developed a business among farmers aggregating several thousands of dollars in some years."

* * *

At a meeting of morning paper publishers of the Prairie Section of the Western Associated Press, Limited, held at Calgary, Alta., a number of important questions relating to the service were satisfactorily dealt with, particular among these being the rearrangement of the circuit, following the loss of two morning papers at Winnipeg and Regina. W. M. Davidson, of the Calgary Albertan, presided, and among those present were Hon. Frank Oliver, Edmonton Bulletin; B. Sutherland, Nelson News; J. B. Kenrick, Medicine Hat Times; W. G. Gates, Moose Jaw News; W. F. Kerr, Regina Leader; J. Cruikshank, Saskatoon Phoenix; E. H. Macklin and J. W. Dafoe, Winnipeg Free Press; J. H. Woods, chairman of the news distribution committee, and J. F. B. Livesay, manager of the W. A. P.

* * *

The New Hampshire Press Association held its annual meeting and banquet at Concord, February 20th.

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At the annual meeting of the North Star Daily Press Association at St. Paul the following officers were elected: President, Fred Schilplin, St. Cloud Times; vice-president, C. W. Blakely, Rochester Post and Record; secretary, W. Gaspard, St. Cloud Journal-Press; treasurer, E. H. Denu, Bemidji Pioneer; executive committee, all officers and L. S. Whitcomb, F. J. Rucker and R. W. Hitchcock.

The Kansas State Editorial Association held its annual meeting at Topeka, January 29th and 30th, with an attendance of over 200. Hugh J. Powell, of the Coffeyville Journal; J. B. Cain, of the Belle Plaine News; J. L. Papes, of the Mulvane News; H. J. Richmond, of the Independence Free Press, were among the speakers.

These officers were elected: President, J. L. Napier, Newton; vice-president, W. L. Markham, Baldwin; secretary, O. W. Little, Alma; recorder, Keith Clevenger, Osawatomie; treasurer, J. Byron Cain, Belle Plaine.

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The annual meeting of the Eastern Press Association was held at Halifax, N. S., February 2nd. The following officers were elected: President, C. C. Blackader, Recorder, Halifax; vice-president, H. V. MacKinnon, Standard, St. John; secretary-treasurer, G. Fred. Pearson, Chronicle, Halifax.

* * *

The mid-winter meeting of the Wisconsin Daily League was held in Milwaukee on February 5th, with nearly all the members present. The present membership is twenty-four, five members having been added during the past month.

A memorial to the late Charles G. Starks of the Berlin Journal was adopted. Other business matters of interest to the league were discussed and the session was a very interesting one.

Merle Thorpe, head of the department of journalism at the University of Kansas, gave a very interesting address on "The Creation of the Kansas Daily League and the Kansas Weekly League." Willard G. Bleyer, head of the department of journalism at Wisconsin University, also made an address, outlining the feeling at the Wisconsin institution toward the Kansas "Idea."

Twenty-five invitations to publishers of newspapers not members of the league had been issued by the secretary to attend the afternoon meeting, and as a result it was the most largely attended, and the most interesting in the league's history.

The officers of the league are: President, Frank E. Noyes, Marinette Eagle-Star; vice-president, O. J. Hardy, Oshkosh Northwestern; secretary-treasurer, H. H. Bliss, Janesville Gazette.

* * *

The members of the Press League of Montgomery and Buck Counties, Pa., at their annual meeting in Ambler, elected officers as follows: President, W. J. Ellis, Hulmesville News; vice-president, R. J. Goettler, Soudertown Inde-

pendent; secretary, Charles D. Hotchkiss, Doylestown Intelligencer; treasurer, B. W. Dambley, Skippack Transcript; executive committee, C. S. Hunsicker, Norristown; E. S. Moser, Collegeville; E. E. Althouse, Sellersville; W. F. Goettler, Soudertown; L. R. Saylor, Pottstown; E. J. Wanner, Norristown; N. M. Woodmansee, Landale; W. D. Kirkpatrick, North Wales.

As the newly elected president, Mr. Ellis, was ill, Mr. Goettler, the vice-president, presided at the banquet. The retiring president was presented with a cut glass bowl and silver berry spoon.

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Featured with speeches by Governor Fielder, Colonel Walter E. Edge, president of the Senate; Carlton W. Godfrey, speaker of the Assembly, and Congressman-elect Edward W. Gray, the mid-winter meeting and winner of the New Jersey Press Association was held in Trenton recently.

Preceding the banquet, an executive session of the association was held, at which addresses were made by members and Herbert F. Gunnison, business manager of the Brooklyn Eagle, who spoke on, "The New Journalism."

The guests included many members of the legislature. The committee in charge of the dinner was composed of J. Ward Richardson, John W. Cliff, secretary of the association, and W. B. R. Mason, the treasurer. President Richardson acted as toastmaster.

The annual election of officers of the association will be held at the June meeting.

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L. T. Russell, Elizabeth, was elected president of the Democratic Editorial Association of New Jersey at a meeting held at the State Democratic Headquarters in Trenton. C. L. Stryker, Washington, was elected vice-president; B. B. Bobbitt, Long Branch, secretary, and J. L. Bonnell, Newton, treasurer.

The executive committee is made up of Edmund H. Carpenter, Woodbury; Alex L. Moreau, Freehold; J. N. Hazen, Lambertville; W. B. Wills, Mount Holly; C. F. Hoagland, Somerville; J. L. Kinmonth, Asbury Park, and T. F. Martin, Union Hill.

* * *

The Del-Mar-Via Press Association, at its annual meeting held in Wilmington, Del., elected the following officers for the ensuing year: Thomas F. Dunn, Dover; vice-president, S. E. Shannahan, Easton, Md.; secretary-treasurer, William F. Metten, Wilmington.

The association went on record as favoring just libel laws and such regulations for advertising as will protect the people and honest merchants.

The members were entertained at dinner by Ernest S. Taite, manager of the Hotel Dupont, Wilmington, where the meeting was held.

The association comprises most of the publishers on the peninsula bounded by the Delaware and Chesapeake Bays, including all of the State of Delaware, the eastern shore of Maryland (nine counties) and two counties of Virginia.

* * *

At a recent meeting in Thief River Falls the Northern Minnesota Editorial Association elected Asa M. Wallace, Sauk Center, president; P. J. Casaly, Little Falls, vice-president; A. G. Rutledge, Minneapolis, secretary-treasurer; H. P. Phillips, chairman; G. E. Ericson and M. C. Cutter, executive committee; F. A. Dare, chairman; C. T. Kelley and M. C. Cutter, legislative committee.

Resolutions were passed commending the faithful work of Secretary-Treasurer A. G. Rutledge, who has just been elected to this office for the sixth successive year; pledging cooperation to the development associations of the section; recommending ample appropriation by the state legislature for the publicity campaign of the state immigration bureau; the submission at the next election of the revolving fund amendment; increased aid for rural schools and the extension of agricultural instruction.

* * *

The Iowa Press Association was organized at Des Moines February 12 and the following officers were elected:

Paul S. Junkin, of the Creston Advertiser-Gazette, president; S. G. Goldwaite, of the Boone News-Republican, vice-president; O. E. Hull, of the Leon Reporter, secretary; Elmer E. Johnston, of the Iowa City Citizen, treasurer. Executive committee, for one year, G. L. Caswell, of the Denison Bulletin; for two years, Garner Cowles, of the Des Moines Register and Leader; for three years, Charles H. J. Mitchell, of the Storm Lake Pilot-Tribune.

The preliminary articles provide that one member of the executive committee shall be elected every year. A committee was appointed to draft articles and by-laws. Bernard Murphy presented the nomination committee's report.

One of the important questions under discussion was the employment of a business representative of the association who shall have the title of assistant secretary at a salary of $5,000 per year.

Winning and Holding Subscribers With Premium Dishes.

By H. G. Haffen, Circulation Manager, Los Angeles Tribune

Out here on the coast, the struggle to both build and hold circulation is no less acute than it is in other sections of the country. The circulation manager is the sales manager, to use the commercial term, and his business is to sell his papers to the largest number. Few circulation managers are told to stop their strenuous efforts to secure more subscribers, the instructions are all the other way.

Because he is a sales manager, he is expected to employ every available medium to increase the quantity of the output. His obligation is two-fold: to the publishers and to the advertisers. He cannot benefit one without the other, nor can he slight one without working injury to the other.

Because he happens to be the sales manager of a publication rather than of a manufacturing company, there is no reason why he should be limited in either the scope of his work or the character of the methods used to do more business. If premiums have proven themselves business builders for his commercial brothers, the fact that he sells a paper is no reason why he should not harness them to do his tasks.

As premiums have proven premiere business builders, the circulation manager, by every right, makes the strongest use of them that he can. The question is no longer, "Shall I use premiums?" but rather, "What premiums shall I use?"

In selecting a premium for circulation work there are many things to be considered. Account must be taken of the class of readers. A premium that would be extremely popular in the country might fall flat in the city and vice versa. This applies to the kind of article as well as its price. The subscription price of the paper is another most important element, particularly as bearing upon the question as to whether the premium can be given as a reward for new or renewal subscriptions or not. Where one might readily secure a number of subscriptions to a paper whose rate was a dollar a year or under, yet with a daily and Sunday paper, whose rate is from $3 to $5 per year, the attempt would in all probabilities prove disappointing. Being in the latter class, I decided that the successful premium must be one that could be given to each subscriber, new and old, with but a single year's subscription, while, at the same time, appealing to the largest possible number of readers or families. It has been my experience that our readers are more readily influenced by a premium of greater value than could be given them even with a year's subscription, and that to secure such a one, they would gladly pay a slight additional sum over and above the subscription price. As is the case with most dailies in large cities, the bulk of the subscriptions are paid on the monthly basis, the extra sum for the more valuable premium could be spread over the monthly payments in such small installments as to be scarcely felt. With this situation before me, and experience behind me, not only of my own but also of other circulation managers, I turned to sets of dishes as the premium that would undoubtedly meet with a spontaneous reception. The function that dishes play in every household and the charm they hold for every household are old stories but nevertheless controlling reasons for their selection as subscription premiums.

I found that the 45-piece dinner set offered not only the most apparent, but real value for the money, and that by contracting for them in carload lots the price could be made a most attractive figure. By holding to my decision that the premium must be with a year's subscription, notwithstanding the low price for the sets, it became necessary to make a slight charge for the dishes over and above the regular subscription price. But as already pointed out, subscriptions to daily papers are largely paid on the monthly basis, and that enabled me to offer the sets for immediate delivery on the payment of $1 when the sets arrive and 15 cents in addition to the regular monthly subscription price of 45 cents a month for a period of one year. Thus I am able to place the sets in the homes at the time of starting the new subscriptions and affording a most favorable chance of renewing those about to expire.

There is a great deal of satisfaction on the part of the subscriber, particularly the new one, in receiving the premium at the beginning of the term, coupled with the ability to pay the relatively small cost in such insignificant installments. As most of our accounts are collected by our own force, the payment of the extra 15 cents adds practically no extra work.

It should be borne in mind that this offer of the dishes is strictly confined to yearly subscribers and is not a mere merchandising venture.

PAPER FROM CORNSTALK

American newspapers may soon be printed upon paper made from cornstalks. Following a series of experiments made by paper mills at the instance of the Government, it has been announced that the product of cornstalks is an excellent substitute for wood pulp, while it can be brought to the mills at infinitely less cost.

So successful have been the experiments that the Bureau of Plant Industry at Washington has sent a representative, George A. Stuart, to interview farmers concerning the price to be asked for stalks, and also to get data regarding the expense of hauling to the paper mills.

The supply of cornstalks is practically unlimited. Millions of tons are burned every year by farmers, an economic waste which has long been the concern of thoughtful men, but for which, apparently, there was no help.

Mr. Stuart is exhibiting samples of paper made from cornstalks, some of it of a quality suitable for books and magazines, and he would be willing to pay $5 per ton for stalks.

⁂ ⁂ ⁂

MUST FURNISH 8,000,000 ENVELOPES DAILY

Government Awards Four-Year Contract to Columbus, Ohio, Concern

The Postoffice Department has awarded to the Middle West Supply Company, of Columbus, Ohio, a contract for $8,152,586 worth of stamped envelopes.

The Mercantile Corporation, of Dayton, Ohio, which has had the contract heretofore, was the only competitor and its bid was $1,195,297 higher. Bids were opened January 5th, and the contract was awarded February 6th.

The contract, which involves the printing of more than 9,000,000,000 envelopes, is expected to save the Postoffice Department $300,000 a year. Representatives of the successful company declared before the contract was awarded that the great disparity in the bids did not indicate that the Dayton firm had possessed in the past an immensely profitable contract, but the great saving was due entirely to the invention of new envelope-making machinery.

The contract covers all the stamped envelopes sold by the Postoffice Department in the United States. The Middle West Supply Company will begin the delivery of the envelopes July 1, the contract running four years from that date.

The envelope-making plant will be located at Columbus.

The fact that the Middle West Supply Company had no plant adequate for the printing of the envelopes required at first weighed against it, but it appears that satisfactory assurances were given to the Postoffice Department that the contract would be filled.

The company, according to the estimate of the postal authorities, will be called upon to produce 2,816,000 unprinted stamped envelopes and 7,426,000 printed stamped envelopes during the coming four years. Omitting Sundays, this will require the completion of more than 8,000,000 envelopes a day.

⁂ ⁂ ⁂

A NEW TYPE FAMILY

Barnhart Brothers and Spindler have originated a new type face which will go a long way toward aiding the printer with artistic ambitions to secure hand-lettered effects in his work. The small printer, who has so often wracked his brain and drained his usually fairly good supply of patience in repeated efforts to do what he could seldom accomplish on short notice without requisitioning the engraver-artist, will welcome this and future attempts of type founders along this same path-way.

The showing of the specimens of the "Pencraft Series," in a handsomely printed booklet, demonstrates eloquently just what can be done, granting that the compositor has even an indifferent amount of skill in artistry.

The faces displayed are "The Pencraft Old Style, Pencraft Old Style Italic and Pencraft Title."

The types are neither over-severe nor over-ornate and have a novel character and pleasing individuality.

⁂ ⁂ ⁂

THE TRADE PAPER

By Elbert Hubbard

I know hundreds of high, prosperous business men, manufacturers, dealers, jobbers, craftsmen, and I cannot recall a single instance in which the mentally successful man does not read his specialized paper. He subscribes for it and he pays for it promptly.

When you subscribe for your trade paper and assimilate it, you are uplifted, inspired, given courage, pep, intellectual vim and vigor and enough trade information to make you free from the trials and tribulations which beset the man who "doesn't know."

These things all have a direct influence on the bank and mental balance.

The trade paper binds everybody in the business into a fraternity, which spells length of days, because it "serves" and its service is based on specific knowledge.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

NOTHING in the craft today affords me more genuine gratification than the apparent development among modern newspaper men generally, of a higher respect for their calling and a deeper appreciation of the value of their products, chief amongst which is publicity.

What this higher regard for the business and our stock in trade will mean to the fraternity was well brought out in a late conversation I had with a gentleman who once owned a newspaper.

We fell to discussing a well-known newspaper man, who in many ways is a veritable genius, and who startled the folks for miles around, a few years ago, by abruptly suspending the publication of his newspaper, a pioneer county sheet, which must have been established away back as early as 1854 or '55. No real reason for the suspension was assigned (nor could any be discovered) except that the publisher had simply tired of the game—tired of boosting and praising and pampering an unappreciative public—and was therefore bent on retiring to the enjoyment of life without the eternal necessity of bothering his head over local current events.

Now, all this has little to do with the point of the question, except to show the interesting character of the man my friend and I were discussing.

My companion acquitted himself of some rather harsh criticism of that which he considered the retired editor's business eccentricities. One of the man's worst practices, he declared, as a publisher, was that of charging county politicians for every line of praise printed about them during their candidacy for office.

My friend deemed this a very short-sighted policy; because, he claimed the subject of our discussion never got out of these candidates for office, after election, the amount of patronage he otherwise would have received, had he treated them more generously prior to election.

But, as a matter of fact, by following out his then pioneer policy of demanding pay for service rendered, our retired frater "made good" whether the men whose cause he was pleased to espouse were elected or not. And I could not suppress at least an innocent inward smile, when, upon cross examination, I learned from my companion that this former editor of such an eccentric turn of mind is today ensconced in a pretty home on Comfortable Avenue, which is just around the corner from Easy Street, and doesn't have to print any more, because he enjoys an income of at least a hundred a month in property rents alone.

Now I have intimately known several editors in my life, and likewise have been an editor several years myself, and I regret to confess that none of us have always exercised the wise business plan of the retired brother my friend and I were discussing.

Personally I have never bound myself nor my paper to any particular political party, nor have I felt it my duty to take an unusually active part in politics and political campaigns. Nevertheless, I have always been liberal with local political news and with editorial praise of worthy and well qualified candidates for office, and, prior to present law covering the matter, never demanded pay for these editorial bouquets and boosts. And, by the way, I note that it is still necessary for me to live upon the income of a newspaper office only. I am not yet able to retire.

One or two cases are particularly fresh within my memory, as I write, wherein I considered the circumstances merited unusual effort on my part as the publisher of an independent newspaper, and therefore I spread it on editorially without stint, free gratis. At the time, which, of course, was prior to election, it seemed these particular candidates whom I defended could not promise enough nor ever forget the debt incurred. But after the battle of ballots was over, how perceptibly their ardor cooled—and incidentally I still have no domicile on Comfortable Avenue, just around the corner from Easy Street.

The two actual contrasting experiences have

taught me a lesson and, I think, prove that my friend was far wide of the mark in his sordid criticism of the erstwhile editor, whose policy was invariably a fair compensation for all services rendered. He was inclined to trust his future to the generosity nor charity of no one; but took good care of that himself by looking out for the present, which is simply good business judgment.

And so, hereafter, while my paper shall ever be alert and ready to fly to the defense of any

A Message from Clark's Christmas Store

To serve your own best interests, as well as to receive the full benefit of our best service, do your Christmas shopping this week. A visit to this store right now will solve many perplexing gift questions for you, for our big special displays of seasonable and useful merchandise will suggest appropriate gifts for friend and family. No attempt will be made to completely describe our Xmas Gift merchandise this season, but this we will say: Our stocks are more complete, our store is prettier and our salespeople more efficient for this Xmas season than ever, and we cordially invite one and all to enjoy with us the result of our weeks of preparation for this holiday season.

All gift Goods will be stored and delivered on request. Early buyers will have their purchases wrapped in Holly Boxes and Folders without additional charge :: :: A wider range of selection is the reward offered those purchasing now

Beautiful Art Cretonne

Quality Store Table Linens

Be Royal Tailored for Christmas

Beautiful Christmas Ribbons

Xmas Hosiery

Beautiful Finished Linens

Xmas Novelties

Clearance Sale of Coats, Suits, Skirts and Furs

Good Things to Eat

Useful Gifts for Men

Useful Gifts for Women

Dress Goods, Silks and Velvets

Useful Gifts for Children

Useful Gifts for Baby

Boudoir Cap Material

Decorations to be Sold

Beautiful Draperies

Store Service

Simmons Kid Gloves

You are cordially invited to look around here for ideas to help you make up your Christmas Gifts. Please feel free to copy any of the ready made goods we show, and we will gladly show you suitable materials to make anything you desire

The Quality Store

McGAAN-BAARSEN-WARE CO.

CLARK, So DAKOTA.

No. 1

worthy man or cause without thought of reward, yet in all instances where petty politicians play for public praise as a furtherance of their political aspirations, rest assured it shall be labeled plainly "advertisement," and paid for at my regular rates.

Clark, S. D., November 28, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I want to truly and sincerely thank you for the "bouquets" you gave my ads., reproductions of which appeared in the last issue of the National Printer-Journalist.

It is, indeed, a pleasure to know that somewhere in this world there is a man who believes in giving flowers to the living and that such praise is an added incentive to greater and more thorough methods in our chosen calling. May you and the Journalist enjoy a long and prosperous life and be ever at the front door of modern journalism.

Again thanking you, I am,

Yours very truly,

L. H. CHILTON.

I have quoted the above letter from this brother because I have here in Exhibit No. 1 an exquisite advertisement, and I cannot now determine whether it is his work or that of another compositor from this same town, namely, Brother Roy A. Bast of the Pilot Review, while the author of the foregoing letter is evidently connected with the Clark County Courier. It is not my desire nor intention to place honor only where is due, so can merely say that whoever set this advertisement is an artist of enviable ability.

✧ ✧

We of this department of the National Printer-Journalist have all heard before of Wright—W. H. Wright—the Electric Printer of North Tonawanda, New York, and likewise of his Prospector, a "preachment of progress and prosperity"—a tiny business magazine, house organ and general all-around home-town booster and originator and promotor of the slogan, "Spend in the Tonawandas." Two copies of the Prospector lie before me—one of the December or Christmas edition and the other of the January issue. Both are creditable creations, full of good stuff. As a first step toward profitable advertising, Brother Wright sends out the advice to local business men to use the slogan which the Prospector has been persistently sounding—"Spend in the Tonawandas," and, to aid them in this, he contributes five stickers with the slogan printed thereon, and each perforated so that it may be torn off easily and pasted readily on copy for advertisements. An original and excellent suggestion.

Beaver City, Neb., January 22, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Brother Copper:—I have read your department in the Printer-Journalist from the time it first started—and always with keen interest.

I am sending you under separate cover a copy of "Pioneer Stories," which were compiled from the files of the Times-Tribune.

I am also sending you current number of Times-Tribune. I know many of its imperfections—perhaps all of them. I will say in regard to the freak make-up of the front page, that I adopted this form during the war, so that I might use two columns of telegraph stuff on front page without sawing plates. As the plates reach us just a very short time before the press hour, I have the forms practically ready for press when the plates arrive and they are slipped into place in a jiffy, and—as the French would say—voila!!

I send you also the regular heading we used in time of peace.

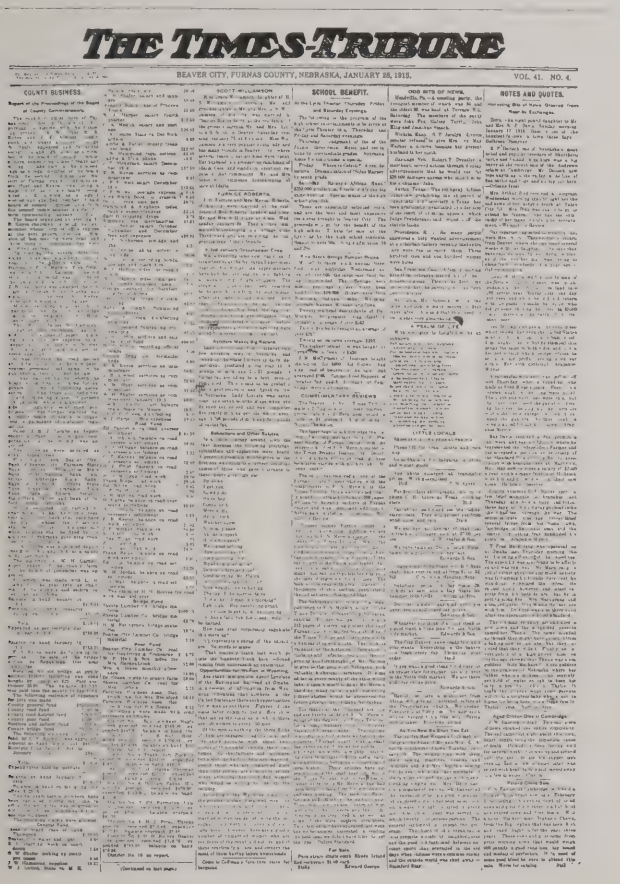
Regarding the press work, will say that the Times-Tribune is printed on a ram-shackle press, long years ago obsolete. It would be replaced with a more modern machine—but, alas, my countrymen! this section of Nebraska (the extreme southwestern) has not been favored with a full crop for seven lean—awful lean—years.

Neither the Times-Tribune nor its editor deserve a place in Brer. Allen's temple of fame, but they both deserve credit sticking it out in one place—the former for forty and the latter for twenty-six years.

Fraternally,

F. N. MERWIN.

This is indeed a very interesting contribution. The book, "Pioneer Stories of Furnas County, Nebraska," is a delightful volume, consisting as it does of the stories of pioneer life by the



THE TIMES-TRIBUNE

BEAVER CITY, FURNAS COUNTY, NEBRASKA, JANUARY 28, 1915. VOL. 41. NO. 4.

No. 2

pioneers themselves, all of which were first published in Brother Merwin's paper, the Times-Tribune, of Beaver City. These tales of the early struggles of those who first settled this country make interesting reading for anyone who loves history, with a-plenty of hardship and subject for human sympathy in every paragraph—but more especially must the book have been appreciated by the present residents of Furnas county. I have carefully stowed this volume away in my private library where it shall ever be cherished as one of my most interesting books. As to Brother Merwin's paper, the Times-Tribune, it is a much better sheet than one would naturally infer from the foregoing letter. The sheet is all home printed and a credit to the pressman, too, (notwithstanding the obsolete press). And the contents are abundant and newsy. A clean front page is maintained and the make-up generally is pleasing. Editorial work is invariably high grade and the presence of an editorial column does not escape my appreciation. Typography throughout is simple and, in the main, pleasing, the ads being well whited out as a rule and properly displayed. It affords me pleasure to show the first page of one of the copies of the Times-Tribune at hand in Exhibit No. 2.

✧ ✧

La Feria, Texas, January 27, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover we are sending you a few copies of the La Feria Leader, over which you may please cast your critical eye.

Of course, we know they could be better arranged typographically, but under the circumstances we cannot make it look much better and please our advertisers.

We note in your department you have much to say to men publishers and we would like to know what you think about these for a woman's efforts.

E. GERTRUDE GIBBS.

When, in his immortal poem, Edgar Allen Poe addressed the ebony bird from the Night's Plutonian shore, which came rapping and tapping at his window lattice, he felt safe in saying, "Sir, or madam"; but how am I to play safe in my address of this sister newspaper-maker, who has given me no clue as to whether it were proper to say Madam or Madame? However, I shall venture Madam. Or, why wouldn't it be proper to stick to the fraternal spirit which rules these columns and call my correspondent Sister? This being agreed, I shall proceed: It is true that I have much to say to men—far more than I have to women in the calling, merely because of the plain fact that heretofore the lady publishers have had so little to ask of me. In all of my many years on this journal, but once before do I remember of hearing from one of the gentler sex in the game. I regret this, because I am aware that newspaper making is a field in which such women as elect, and who possess the qualifications of mind, can as well succeed as men. And I am also aware that within the U. S. there are many women engaged in the profession, and particularly in the western states, in some of which the female publishers even have exclusive state editorial organizations. These lady journalists, I have no doubt, are doing good work; and they will be as welcome contributors to these columns as male members of the fra-

ternity. And as to this specimen from Sister Gibbs, in the absence of the letter of introduction, and the editor's name in the sub-head, I wonder by what sixth sense one might determine the sex of the publisher? I am not going to be so silly as to say that this is just as good a newspaper as many a man turns out—for as a matter of fact, why shouldn't it be? in the first place; and it is, in the second place. Contents are very creditable, the editorial department, particularly, holding my attention. If Sister Gibbs does not get these gems of pointed, pungent wit from any other source than her own cranium, then I vow she's all right. Take these for example:

Sure, a woman can keep a secret—going.

Many a budding genius has developed into a blooming idiot.

The wall-flower at a ball may be the only girl present that can make good bread.

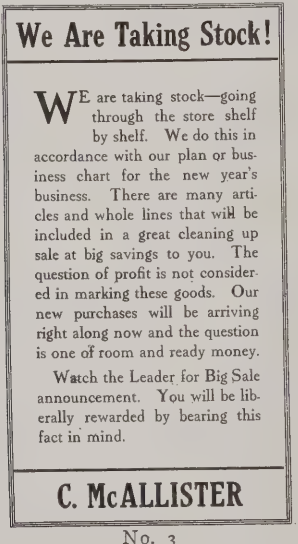
A girl with a pair of rosy cheeks and a couple of dimples can get any old thing she wants.

There are only two times in life when all men are equal—the day they are born and the day they are buried.

The longer the days the shorter the nights, but many a man shortens his days by lengthening his nights.

If you would know what your friends say of you when absent, listen to what they say of others in your presence.

Sister Gibbs' editorials are set in wide measure—twenty ems pica, and they are just as


We Are Taking Stock!
WE are taking stock—going through the store shelf by shelf. We do this in accordance with our plan or business chart for the new year's business. There are many articles and whole lines that will be included in a great cleaning up sale at big savings to you. The question of profit is not considered in marking these goods. Our new purchases will be arriving right along now and the question is one of room and ready money.
Watch the Leader for Big Sale announcement. You will be liberally rewarded by bearing this fact in mind.
C. McALLISTER

No. 3

broad in character, too. Type faces employed in the Leader are all pleasing, and, aside from that of the first page (which is spoiled by the presence of displayed advertisements, for which the sister weakly attempts to excuse herself) the mechanical make-up is good, and no one could consistently complain of the good print secured on this publication. At times, also, very creditable results are achieved by the ad compositor. An example of this is shown in the accompanying reproduction. Exhibit 3.)

✧ ✧

East Hartford, Conn., January 29, 1915.

Dear Mr. Copper:—I am sending you several different copies of our sixteen-page weekly paper, to say the worst about, as we can stand it, for the big raft of business we are doing. I hope our advertising will reach $8,000 to $10,000 this year. It is headed that way.

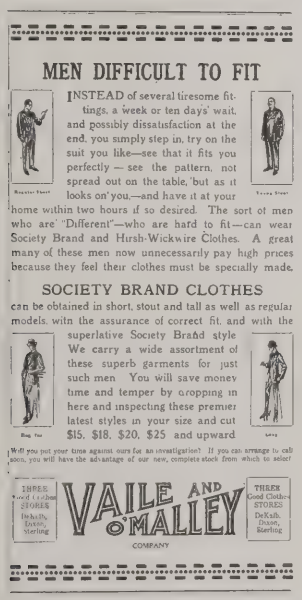
Yours truly,

H. B. HALE.

Brother Hale is the editor and publisher of the East Hartford Weekly Gazette, to which his foregoing letter refers, and, what is more remarkable, he has been at this sheet's helm ever since its inception in 1884. Last October the editorial staff and business force were increased and strengthened by the addition of Warren L. Hale as associate editor, and Frederick C. Adams as foreman and local reporter, and simultaneously the Gazette was increased to double the size of the ordinary home-printed sheet—that is, to sixteen six-columned pages. Brother Hale was pretty safe in inviting this critic to say his worst in his consideration of this extraordinary sheet, for, generally speaking, that could not consistently be very much on the "worse" order. To take exception to anything pertaining to the contents of this publication, either in point of their character or extent, or of their quality and the quality of all editorial features, would be the height of absurdity; but I regret not so much is possible to say for the mechanical or typographical features. This seems a veritable pity, too; for with a modern equipment, the means, and the opportunity in the way of a fertile news field, etc., how easily the mechanical features of this otherwise excellent paper might also become ideal. I will not here consume the space necessary to detail the many respects in which the Gazette is wrong typographically and mechanically; but, in some future installment, on request from Brother Hale, or his foreman, will be glad to do so. At present let it suffice to say that what the Gazette needs is a superintendent of the mechanical departments, who possesses a knowledge of modern typography and artistic taste. There will follow a general house cleaning of the Gazette's pages, of which they are sadly in need. Of course, it may be argued (and regrettably with absolute truth, too) that the mechanical or typographical excellence or inferiority of a sheet cuts little figure with its popularity or unpopularity with the public. This has always been the most discouraging feature to me in the calling of printing and newspaper-making. However, I cling tenaciously to the faith that, other things being

equal, a majority of the masses will choose a bright, clean, esthetic sheet, with pages made up correctly and attractively, in preference to one of the opposite character, even though it may be admitted that what the people want, and what they mostly appreciate in a newspaper, is the news. As I have written before, by way of illustration, a newspaper is very much like a meal's victuals in several prominent respects: Like the feast for the inner man, the feast for the intellect must be spread with viands intended to tempt a variety of tastes, and in either case the one which is served up in the most tasty, clean, inviting shape will invariably attract and please the greatest number of guests, or patrons, even though it may be freely admitted that in case of starvation a man is not particular as to the kind of board, or the color of the cloth on which the meal may be spread. However, to sum up, I dare say enough can be said in favor of good typography in newspapers to warrant every publisher in putting forth his best efforts toward the ideal, and, particularly is this true, when it is a self-evident fact that in a majority of cases this is possible with no more expense of time, labor or capital than to have the work done in a slipshod, inferior way.

✧ ✧


MEN DIFFICULT TO FIT
INSTEAD of several tiresome fittings, a week or ten days' wait, and possibly dissatisfaction at the end, you simply step in, try on the suit you like—see that it fits you perfectly — see the pattern, not spread out on the table, but as it looks on you,—and have it at your home within two hours if so desired. The sort of men who are "Different"—who are hard to fit—can wear Society Brand and Hirsh-Wickwire Clothes. A great many of these men now unnecessarily pay high prices because they feel their clothes must be specially made.
SOCIETY BRAND CLOTHES
can be obtained in short, stout and tall as well as regular models, with the assurance of correct fit, and with the superlative Society Brand style
We carry a wide assortment of these superb garments for just such men. You will save money time and temper by dropping in here and inspecting these premier latest styles in your size and cut
$15, $18, $20, $25 and upward
We'll put your time against ours for an investigation! If you can arrange to call soon, you will have the advantage of our new, complete stock from which to select
THREE Good Clothes STORES DeKalb, Dixon, Sterling
VAILE AND O'MALLEY COMPANY
THREE Good Clothes STORES DeKalb, Dixon, Sterling

No. 4

DeKalb, Ill., January 4, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending in separate enclosure copies of the DeKalb Review for ad criticism.

Enclosed find an ad and explanatory clipping from the Review of different dates.

The other fellow got the 25 beans—but my reward was greater; for the fact that at the time of composition (which was in the regular grind) I had no knowledge that the ad was to be entered in competition.

Respectfully,

OSCAR H. GILVER.

The following extract from the Review of December 24, 1914, explains the conditions of contest in which the ad shown herewith as Exhibit 4 was entered:

Happiest De Kalb Boy

Recently Alfred Decker, Cohn & Co., offered a $25.00 prize for the best clothing advertisement. The whole world was in competition and to be successful would mean much. On Tuesday Vaile & O'Mally received a letter from the firm, enclosing a draft for $25.00 and stating that the award was "on the advertisement appearing in the De Kalb Review on November 5, 1914." The compositor who set the advertisement was O. H. Givler, of this paper, who probably is the best ad setter in De Kalb County.

OUR FIFTEEN DOLLAR SUITS AND OVERCOATS
THE BEST SUIT OF CLOTHES AND OVERCOAT I EVER SAW FOR THE MONEY
This is the comment we hear continually respecting our FIFTEEN DOLLAR SUITS and OVERCOATS so famous for their excess in quality over suits and overcoats usually sold for this popular price
MAY WE SHOW YOU?
FITFORM
New Fall and Winter Suitings of pure Worsteds, Cheviots, and a variety of other choice suitings. Tailored artistically by expert workmen to the limit of correct styles and good taste. Come here expecting to see a better Suit and Overcoat at Fifteen Dollars than you ever saw before, and we'll not disappoint you one bit.
SEE OUR WONDERFUL LINE OF GOOD SUITS AND OVERCOATS AND MACKINAWS FOR BOYS AND CHILDREN
Prices are bound to please you
ANDERSON BROS.
DE KALB, ILLINOIS

No. 5

WE'RE READY TO SHOW YOU
Just a look, if you please, ladies and young ladies—the same as you had last season, all the very newest arrivals from the East in Fall apparel for street and house wear
It is indeed a pleasure to show you the new things this season. Dame Fashion has outdone herself in creating beautiful garments.
Models of extreme grace and charming personality. Novelties in colorings are rivaled but by unordinary cuts and clever designing by the tailors.
Paris could scarcely surpass the excellence of the display awaiting you here in DeKalb—at the finest, largest and most up-to-date ready-to-wear section west of Chicago
Come and see it
Bewitching and stylish in every line and fold the new Coats and Suits exhibit many style touches utterly lacking in the later models, and it is impossible to duplicate the early numbers. Values are most exceptional.
Suits $18.00 to $37.50. Coats $10.00 to $42.50
Dainty and desirable are these new Street Dresses, $10.00 to $28.00
THE RELIABLE

No. 6

The copy was written by Elvin Carlson, a De Kalb boy who has been in the clothing trade since he left high school. Many employes master the salesman art; many become proficient in the judgment of fabrics and styles; and a few master both, but a very much smaller per cent become stars in the advertisement department, but Mr. Carlson seems to have special abilities in all these lines. Any successful clerk ought to be a successful ad writer and would if he would but think what he would say in from ten to twenty words about any article to the average customer to make a sale. This is the secret of the writing. The secret of getting it read is to build up a reputation. If a firm has a readable ad, be it large or small in every issue, the readers will read

it. The size is a matter of purse, the result the matter of diligence. Mr. Carlson used but about 200 words in a thirty-six inch advertisement and won national honor for his firm, himself and this paper.

While it has been my observation that in contests of this kind the judges invariably look more to the wording of the advertisement than to anything remarkable in its typographical qualities (unless it be legibility, for all modern advertisers are coming rapidly to see that anything printed, to be useful must first of all be legible, because all printed things are printed for but one purpose and that purpose is to be read) nevertheless, this specimen of Brother Givler's is not without its good features, among which is conspicuous legibility; and I dare say this one point had great weight with those in whose judgment the awarding of the prize rested. It strikes me as a rather plain specimen, however, lacking the pleasing relief which a little more white space would have given it. There are better advertisements in this budget of Reviews than this one. For example, see Exhibits 5 and 6. Here are a couple of advertisements similar in typography, but much better than the prize ad, because in them the rather monotonous gray effect as a whole is precluded by contrasting with masses of white.

✧ ✧

Harvard, Ill., January 20, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—By mail today we are sending you copies of the Harvard Herald taken from our lists without reference to picking special numbers. We recently changed our headings and we send three copies of different weeks with the new headings and two weeks with the old headings used.

You are at liberty to make such criticism as you may see fit and tell us where improvements can be made in the paper as a whole and also tell where the good points (if any) are visible.

Very sincerely,

✧ ✧ M. F. WALSH.

Mr. M. F. Walsh, writer of the above letter, is president of the Harvard Herald Company, by whom this most excellent publication is made. I have received no paper this month of which I would be so proud to be the publisher as I would of this Harvard Herald—nor have I found a newspaper which so nearly represents my newspaper ideals, in all the various respects, as does this one, an all-home-printed seven-column quarto, without a single imperfection, so far as I can see. Had I seen the Herald before the change in headings was made (as I certainly did) I might easily have then declared that no improvement were possible; but with the later editions for comparison and contrast, I am surprised and delighted with the striking betterment in evidence. This improvement is not so much, perhaps, a matter of type face as it is shape and style of sub-headings, although the new typography is excellent, too. I much prefer the present inverted pyramid style, rather than the hanging indention style formerly followed. As I scan this glorious sheet, so perfect in contents, typography, mechanical make-up, editorial features, presswork, and everything, I cannot help marvelling at the remarkable contrast between it and that other (in many respects) excellent eastern publication considered in a preceding paragraph, namely, the East Hartford (Conn.) Weekly Gazette. The latter, by incorporating the exquisite styles of typography, etc., maintained by this Harvard Herald could easily be as thoroughly excellent as the latter. And I would sincerely advise the Gazette makers to write Brother Walsh for a copy of his sheet as a

THE HARVARD HERALD

No. 7

practical model; and at the same time would urge Brother Eric Allen, of Oregon's school of journalism, to hasten to get the Herald for the top place in his list of "best publications." One of the delightful front pages of the Harvard Herald is shown herewith as Exhibit 7. The front page of each and every edition looks exactly like this—and I defy anyone to conceive of a more correct or pleasing newspaper page. Here we see art, dignity, beauty and simplicty united in a perfect combination. No detail has been overlooked nor slighted, with the result that the general aspect is one of

absolute harmony. And just so with the mechanical make-up of all other pages—the pride of the Herald makers is not bound up alone in the first page of their publication. And every

JANUARY CLEARANCE

THE EVENT that brings hundreds of dollars in savings on Winter Merchandise to the people of this community begins Thursday, January 7, 1915.

January Clearance of Women's and Children's Outer Garments

Short Lengths of Silk | Wool Dress Goods Reduced | Clearance Sale of Men's Wool Underwear | Clearance Sale of Women's and Children's Underwear | Clearance of Corsets

House Dresses | Clearance of Curtain Nets | Clearance of Beautiful Rugs | Children's Tan Hose

JANUARY CLEARANCE SALE

JANUARY CLEARANCE SALE

Women's White Waists | Every Trimmed Hat Must Be Sold | 100 Bed Sheets

KELLER & KREKEL CO.

Harvard, Illinois "The Daylight Store" Telephone 81

No. 8

advertisement is likewise a model of neatness and perfection. Surely no one could choose better type faces, nor could anyone use these implements to better advantage; for proof of

OUR ANNUAL

Mid-Winter Sale

Starts Saturday, Jan. 9

20 to 30 Per Cent Discount

A GOOD INVESTMENT BUY NOW A Hirsh-Wickwire L-System

20 to 30 Per Cent Discount

Or Michaels Stern Suit or Overcoat

Offered at this sale at prices that make it worth while to invest for present or future needs. All suits and overcoats—the very latest patterns—must go at these ridiculous discount prices. No premiums given at this sale

Snaps in Fur and Fur-lined Coats

37.50 46.00 60.00 38.00 22.50 30.00 22.50 — 30.00 27.00 11.00 21.00 10.00 5.75 7.00 3.75

$3.00 Fur Caps, $2.00—$4.00 Fur Caps, $2.50—$5.00 Fur Caps, $3.50

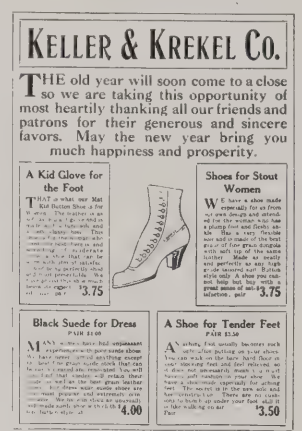
Boys' and Men's Mackinaws, 25c off. Fur-lined Gloves and Mitts, 30c off. Boys' and Men's Kenosha Sweaters, best made, 25c off. Mufflers, silk and wool, 30c off

Frank H. Baack

Corner Store Clothier Harvard, Illinois

No. 9

which I am pleased to offer Exhibits 8, 9, 10 and 11. And now, while I have devoted my remarks principally to the mechanical and typographical features of this specimen, let no one infer that the Herald is less admirable or less praiseworthy in respect to its contents and editorial work, for, if possible, it is even superior in these departments. The accompanying miniature reproduction of the first page mentioned above will furnish some slight hint as to the excellence of the contents of this part of the sheet, at least; the numerous excellent headed articles and news stories being conspicuously and copiously in evidence; and I will not be stretching the truth when I state that all other pages are almost, if not entirely, as well taken care of in point of contents. For intance, two of the inner pages are filled with "News of the Neighborhood," being letters from staff correspondents, commonly dubbed "country correspondence"; another page contains an abundant budget of original editorial paragraphs, which are always supplemented with a column or two of the cream from the editorial columns of exchanges; then comes a pageful of local items and personal mention, followed by a page devoted to "ancient history," or excerpts from the Herald files of two decades ago; next is the Hebron Department, being a complete summary of the local news of a neighboring


KELLER & KREKEL CO.

THE old year will soon come to a close so we are taking this opportunity of most heartily thanking all our friends and patrons for their generous and sincere favors. May the new year bring you much happiness and prosperity.

A Kid Glove for the Foot

THAT is what our Mat Kid Button Shoe is for Women. The leather is an [illegible] and the [illegible] is a plump foot and flesh above. The [illegible] $3.75

Shoes for Stout Women

WE have a shoe made especially for us from our own lasts and stock and for the woman who is a plump foot and flesh above. The [illegible] $3.75

Black Suede for Dress PAIR $4.00

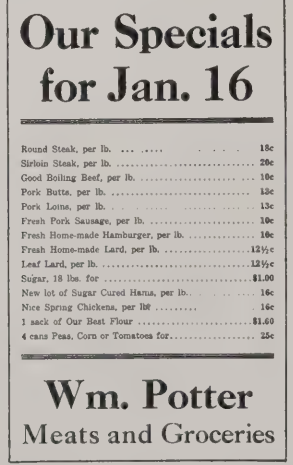
MANY [illegible] $4.00

A Shoe for Tender Feet PAIR $3.50

A [illegible] $3.50

No. 10

town, I take it; and the last page is made up of miscellaneous headed stuff, news overflow, etc. This brief outline must certainly complete all proof required to substantiate any claims of


Our Specials for Jan. 16

Round Steak, per lb. ... 18c
Sirloin Steak, per lb. ... 20c
Good Boiling Beef, per lb. ... 10c
Pork Butts, per lb. ... 13c
Pork Loins, per lb. ... 13c
Fresh Pork Sausage, per lb. ... 10c
Fresh Home-made Hamburger, per lb. ... 10c
Fresh Home-made Lard, per lb. ... 12½c
Leaf Lard, per lb. ... 12½c
Sugar, 18 lbs. for ... $1.00
New lot of Sugar Cured Hams, per lb. ... 16c
Nice Spring Chickens, per lb ... 16c
1 sack of Our Best Flour ... $1.60
4 cans Peas, Corn or Tomatoes for ... 25c

Wm. Potter

Meats and Groceries

No. 11

perfection which I may have made for this publication higher in this paragraph. Hence I close with my hat off respectfully to the Harvard Herald, than which a better paper never graced my desk.

A DAINTY HOUSE ORGAN

One of the daintiest little house organs extant is the "T. N. T. Imprint" of San Francisco. It is printed and published by Taylor, Nash & Taylor of San Francisco. It is so small in size as to be easily carried in one's side pocket, 5½ x 9, and for pointed, quickly conclusive argument, the text is irreproachable. Here is a brief, rapid-fire volley illustration:

In ordinary business affairs, in the buying of materials or services, a man is willing to pay something for security in the transaction—for reliability and competency.

He knows that almost any kind of contract can be skinned, so he will give a shade of preference to the concern that is known always to do the square thing.

He discards this rule in buying printing, one of the most variable of products; and he is never so proud of his sagacity as when he believes he can show his partner or employer that he is making money for the firm by curtailing the outlay on its printing.

The average business man is pleased with a good piece of printing when he sees it. Tucked away in his desk, he usually has one or two samples of good work that he asks some printer to duplicate for him at half-price.

He does not consider that an imitation never results satisfactorily to anybody—that the only way to get a really attractive piece of printing is to have something in that line designed especially for him.

Few business men know what they want until it has been done for some one else; nor will they trust a competent printer to originate something equally as good, or even pay a fair price for it if he does.

When a business man orders an edition of ten thousand booklets or catalogues, he thinks of the edition as a whole and not of a single book.

He forgets that the reader whom he is anxious to influence knows or cares nothing about the whole edition, **but judges solely by the one book in his hand.**

As the returns on his investment depend entirely upon the perfection of individual books, uniform, careful, conscientious work proves to be greater economy than petty saving in cost.

Do not infer that the highest price necessarily represents the best work or the best brains.

It may represent almost anything—extravagant, high cost of production, too much business or too little.

Price is a poor guide.

There is no reason why a printing-house should not be conducted on the same sound principles that obtain in other lines of business.

We know at least one that charges a small, uniform, legitimate profit on every piece of work and treats all customers alike.

Most of our patrons give us their work without a price; they pay not a penny more or less than those who ask for figures. But where an estimate is preferred, we give it.

As far as facilities and equipment are concerned, our operating expenses are at the minimum.

Our margin of profit is less than that of most concerns that work cheaper than we.

We are not philanthropists; we do not expect any special credit for our fair-dealing; it brings its own reward; it has given us as desirable a clientele as that of any printing-house in the United States, and it is constantly growing.

Finally, we do not believe any one can give you as good work for the money, or better at any price.

* * *

THE CLEAN PRINTING OFFICE

Is it more profitable to have a clean, neat, well ordered printing office than to maintain one without any serious thought being given to the cleanliness of the office and neatness of appearance?

Time was when a print shop was commonly supposed to be as dirty and untidy as a blacksmith shop. Reference to a dirty printing office was received in a jocular vein. That day has passed.

In these late years a dirty printing office is no longer a joke. It is a disgrace. We have come to realize that cleanliness is as practical and as desirable and as necessary in a print shop as it is in a jeweler shop, a grocery store or a clothing house and that uncleanliness is as detrimental to success and as dangerous to profits and as hostile to cash receipts as anything could be.

Why it was that for a great many years no one expected a printer's office to be anything other than untidy in its appearance we have never been able to figure out, but such was the case. However, we are glad to say that along with other reforms came the displacement of this idea.

The presence of presses, of inks, of oils, of type, etc., does not necessitate untidy appearances or uncleanly offices. Cleanliness always could, can now, and always should predominate in a printing plant.

There is no justification for unswept floors, unwashed windows, unpainted walls, unemptied dead copy hooks, overflowing waste baskets, unpolished presses, dirty covered desks and kindred insignia of printing office uncleanliness.

The man who harbors the idea that a printing office must be as dirty as a blacksmith shop is laboring under a delusion.

The man who maintains a cleanly, tidy printing office has a world of advantage over the competitor or contemporary whose office is untidy, uncouth in its arrangements and unattractive in its appearance. There need be no argument on this point.—("Rush," Kansas City, Mo.)

INTERESTING COMPARISON OF NEWSPAPER ADVERTISING RATES

In the fourth review of a series, Mr. Thomas Rees, publisher of the Illinois State Register, Springfield, Illinois, makes some interesting observations concerning the comparative advertising rates of daily newspapers.

Mr. Rees has found, as heretofore, that the increase in circulation of newspapers has been followed by a further decrease in the average rate charged per thousand for advertising, except in the figures of the fifteen to fifty thousand class.

The average rate in the fifteen to fifty thousand class is now .0250 as against .0247 two years ago. The average rate in the fifty to one hundred thousand class is now .0213, as against .0220 two years ago, and, in the one hundred thousand or over class, the rate is now .0177, as against .0187 two years ago, and the total of all the papers represented in the work is now .0230, as against .0233 two years ago.

The average rate per inch in the large cities appears to be highest in the east, a trifle lower in the extreme west, and considerably lower in the central west.

The average rate for New York, Philadelphia, Boston, Buffalo and Washington is .0273. The average rate for Portland, Denver, Los Angeles, San Francisco and Seattle is .0228, while Chicago, St. Louis, Kansas City, Milwaukee and Indianapolis have an average of .0164.

Kansas City still seems to maintain the lowest advertising rates, the average there being .0128. Other low average rates are found in Minneapolis with .0140, and in St. Paul with .0157 and Indianapolis with .0156. Providence seems to be at the top with a rate of .0386, while Boston is a fair second with a rate of .0339.

From this valuable compilation of data Mr. Rees has made a number of illuminating deductions, among which are these:

Chicago appears to have the largest average circulations of any daily papers in the United States, there being seven papers there of general character having average circulations of 237,528 each, as against New York with nineteen papers of 178,952, and a general average in the twenty-nine large cities of 107,420.

The conditions in Kansas City and Boston are peculiar. In Kansas City, there are more than twice as many daily papers printed every day as there are men, women and children in the city, while Boston has a daily circulation of nearly the same proportions, or within a trifle of double its population.

There is a difference in these two cities, however, in that Kansas City, except its annex of Kansas City, Kansas, has not the populous environs of Boston, and, while Kansas City has the lowest average advertising rate for any of the large cities of the United States and a large amount of the circulation there is at wonderfully low rates, Boston gets a fair price for its papers and has the second highest advertising rate named in the whole list. It is authoritatively stated that the four leading papers of Boston carried, during the year 1914, 25,974,104 lines of advertising.

Considering that the publishers of Kansas City are reckoned in the multi-millionaire class, it would seem to indicate, under these circumstances, that Boston ought to be an awful easy place to run a daily paper, and that most anybody ought to be able to operate a newspaper successfully in that city.

Aside from Boston, Kansas City and San Francisco, there are no other large cities in the United States where the daily output of papers is equal to the population of the cities in which they are published. But there are a number of the smaller cities where this is the case.

That the fixing of advertising rates and the matter of arranging rate cards is strictly an arbitrary proposition, would seem to be indicated not only by the variation in rates fixed by these publications, but also the apparent difference in the basis of making such rates.

The old question as to the method of arranging a rate card, whether it is more proper or more profitable to adopt a flat rate or a sliding rate does not seem, so far, to have been settled in the minds of the publishers of American newspapers. Of these three hundred papers there are fifty-four that announce positively a flat rate, while there are two hundred and eighteen publications that require a certain number of lines in order to obtain the minimum rate, thereby indicating that they use a sliding scale. There are twenty-eight publications that make no announcement but seem not to require any specific number of lines. It may be assumed that any specific number of lines.

* * *

POINTS IN PASSING

The Georgetown, Texas, Commercial, published by Mr. Lee J. Rountree, republishes an article by Joe Mitchell Chapple, editor of the National Magazine. Nearly a page of the seven-column paper is occupied by the article whose subject is, "The National Editorial Association Tours Texas—The Empire."

The first three paragraphs are here reproduced as being of general interest:

In former times when railroads issued transportation in exchange for advertising, the average American editor of the city, town or village paper was an inveterate traveler, and the people of the country knew more of each other than had formerly been the case.

It was in those days, over twenty-five years ago, that Mr. B. B. Herbert organized the National Editorial Association, composed chiefly of editors and publishers of the papers in the smaller places, most of the members being distinguished as the "big men" of their home towns.

As a beardless youth I became a member, and one of the ideal pleasures of my life since then has been the annual tour made with my brother editors. It excels traveling alone, because the comments of several hundred companions en route are decidedly invigorating, and from the pens of these editors flow astounding yarns and columns of publicity, measured by scores of miles in actual foot measure.

The meetings of this organization have taken place all over the country from coast to coast, and even the withdrawal of railroad transportation has not discouraged its annual gatherings. By traveling together, eating together, living together for several weeks on trains, the society has developed a most happy family spirit. Every state and territory, and even the Panama Canal, has been visited, and last year the gathering was held at Houston, Texas, closely adjacent to the war drama then being staged beyond the Rio Grande.

A LONDON TRADE PAPER DEFINES CIRCULATION

In these succinct paragraphs "The Circulation Manager" of London, England, thus defines circulation:

Circulation is the whole essence of a publication in the conduct of the editorial side of a publication. Circulation is the be all and end all of the whole business.

Every department concerned in producing a publication is in reality part and parcel of the circulation department. Every department is vital to the well-being of the master department—circulation.

Circulation dictates what should be done in every department.

It is the life and soul of every publication. No publication need exist, or could exist, but for circulation. It is the dictator. It is autocratic. It is the life-blood of everything connected with the publishing and advertising world.

Much energy, initiative and ability are necessary in the conduct of the editorial side of a publication. Why? Because of circulation.

The proper selection of matter must be carefully studied. Because of circulation.

Shrewd guidance in editorial policy is essential. Circulation calls for it. A proper balance of news and critical articles must be kept. Circulation demands it. Circulation dominates the editorial department. It is the first and only consideration.

Every person employed in the production of a journal is the humble servant of a persistent and imperious master—circulation.

Circulation calls for and insists upon having the best that the office can produce in every direction.

On a newspaper, keen and quick judgment by the editorial staff is essential to circulation. Good reading is absolutely necessary. Time-keeping is vital. Promptitude and regularity in everything in this department are the lackeys of circulation.

Good, clean copy, expeditious compositors, are the servitors of the imperial master—circulation. Every person contributing to the production is subservient to, even if not mocked at, by circulation.

Even the circulation manager and his staff come under the immediate rule of the all-powerful master—circulation. The dictator—circulation—demands the very best of every one of them. Circulation's eagle eye will perceive at once the weak flaws in a circulation organization. For it will feel the weakness at once.

Circulation is a particularly delicate autocrat. It feels and reflects at once the flaws in the whole organization that tries to make it perfect. If it is not nourished properly by its countless servants, it at once becomes a little sick. Properly nourished, nursed and cared for by every one of them, it becomes boisterous and inflated in size and in pride. It is a weakling if neglected, and it is a powerful athlete if properly tended.

A strong circulation is accompanied by good business. A weak circulation is indicative of poor business.

A good circulation points to a still better circulation. A poor circulation means a poorer circulation.

A rising circulation should be watched very carefully. A falling circulation should be watched still more carefully.

A rising circulation causes advertisers to speak well of a journal. A falling circulation causes advertisers to speak of a journal—to its detriment.

Every person connected with the production of a publication is a member of the circulation staff. There is really no circulation department of any paper. The staff generally is the "department." Every member of the staff should think and act for circulation all the time. Circulation must not be ignored or overlooked at any time.

Circulation is the only vital part of a publisher's organization. The so-called "departments" are but limbs.

The editor of a paper is just as much concerned in circulation as any other member of the staff. The mere office boy is a factor, as well as the chief reporter. The machine hand as well as the literary editor.

Circulation is the demon who puts every soul on a publishing organization exactly in his place. It makes or mars every person engaged in the work.

Circulation is all-powerful. It is circulation only that matters.

* * *

ACTIVITIES OF UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

The Executive Council of the United Typothetae and Franklin Clubs of America held its quarterly session at the National Office on Friday and Saturday, January 22nd and 23rd.

Standard Price List

The new Blank Book Division of the Standard Price List is now in process of printing, and it will be mailed to the users of the Standard Price List in the very near future. In addition to a most complete section, dealing with the manufacture and selling price of blank books of all kinds, the division will contain a very complete and carefully designed section, showing the proper charge for ruled work of any description. Through the use of this new schedule, the printer will be enabled to determine the proper charge for ruled work on any size sheet and on any combination of down and faint lining. By those who have been compelled, heretofore, to delay the making of an estimate through a lack of information on the proper selling price of this class of work, this innovation will be gladly welcomed. Such continued addition of information and data as this makes the Standard Price List a very complete and up to date book, and one that every wide-awake printer should possess.

For several months the Standard Price List Committee of the United Typothetae and Franklin Clubs of America has carried on a campaign, the purpose of which has been to secure detailed production records of bindery work from users of the cost system. In a work of this character one will easily realize that the more numerous the reports and the more extended the territory from which they come, the more accurate and reliable will be the re-

sult. It is certain that such a compendium is almost an absolute necessity in order to enable the printer to estimate accurately and quickly on the bindery work that enters into the production of so large a percentage of the output of the printing plant; and the most earnest cooperation of cost system users everywhere is absolutely necessary, if the desired results are to be secured.

The National Office will gladly provide the proper blanks for making such records, and it is earnestly urged that all employing printers having available information of this kind write the Secretary, 608 South Dearborn Street, Chicago, Illinois, for a supply of these blanks, and assist in this most important work.

Magaret Ellen Brown, nine weeks old, granddaughter of A. W. Glessner, owner of the Galena, Gazette, the oldest newspaper in Illinois.

Government Printing of Envelopes

For several years a campaign has been waged against the government practice of printing return cards on stamped envelopes, and as the matter is now up for consideration in the United States Senate, the following letter was recently sent out by National Secretary Tyler to secure the coöperation of various local Typothetae associations, in presenting the case to their respective Senators: "A protest against the continuation of this practice written or telegraphed to the Senators of your district by the president of your association, is indeed desirable. To follow this up with a strong resolution in behalf of your association, ratifying the action of your president, would further strengthen our campaign." In referring to the active work of the Committee on Legislation of the United Typothetae and Franklin Clubs of America, and quoting Chairman Oswald's opinion, Mr. Tyler further said, "that while the fight to abolish the practice of government printing of envelopes has been going on for twenty-five or thirty years, the matter now being before the Senate gives us the best tactical position we ever held. We are desirious of getting action before the close of the session in March."

Members of the National Organization and all printers in general will find it to their interest to write or wire their Senators, and encourage favorable action in this matter.

Bureau of Census Reports

The possession of accurate statistics relating to the printing trade, has become very important owing to the study of efficiency and cost finding in recent years. The lack of information of this character in the Census Reports of past years has been keenly felt, and inasmuch as extraordinary efforts have been made during the past year, by the Director of the Census to collect data that will make the forthcoming Census Report the most complete, accurate and valuable report that have ever come from his office, the following resolutions were adopted at a recent meeting of the Executive Council of the United Typothetae and Franklin Clubs of America, in order to secure coöperation of the owners of printing plants in this work:

Exhibit "A"

Whereas, in the past few years the printing industry of this country has more and more appreciated the value of the Bureau of the Census reports upon this particular industry, and

Whereas, the Bureau of the Census has made every effort, within the reach of its appropriations, to supply the kind of information of use to this industry, and has used its endeavors to have men in the industry offer such changes and additions to the printing schedule for the forthcoming census of manufacturers, so as to be able to report additional data regarding the changes and growth of the last few years, therefore,

Be it Resolved, That the United Typothetae and Franklin Clubs of America recognize the importance of the census of the manufacturing industries of the United States, which the Federal Bureau of the Census is required to take for the year 1914, and the association, through its Executive Council recommends to all members of our association and printers throughout the country that they coöperate with the Director of the Census and furnish all of the information required and as promptly as possible, to the end that the statistics of our industry may be made full and accurate.

Corporation Income Tax Report

A letter from the office of National Secretary Tyler to the members of the United Typothetae and Franklin Clubs of America on February 1st, shou'd be of special interest to all members of the printing fraternity. The letter is as follows:

To the Members of the United Typothetae and Franklin Clubs of America:—

The collectors of Internal Revenue are at the present time making an examination of Corporation Income Tax returns for the years 1909-1913, inclusive. The National Office of the United Typothetae and Franklin Clubs of America has received information from various districts that collectors have been instructed by the government to reject reports showing deductions for depreciation in excess of the following:—

Machinery, annual rate.....5%
Type, annual rate.....5%
Fixtures, annual rate.....3%
Buildings, annual rate.....1%

The members of the United Typothetae and Franklin Clubs of America are advised to deduct from the Tax Report for 1914 the rates of depreciation recommended by the American Printers' Cost Commission. They are as follows:—

"That the standard rate of depreciation on standard machines to be charged to cost of production shall be 10% annually of original purchase price."

"That the standard rate of depreciation on type to be charged to the cost of production shall be 25% per annum of its original cost."

"That the standard rate of depreciation on stands, chases, stones, etc., to be charged to cost of production shall be 10% per annum of their original cost."

Approval of the foregoing depreciation rates may be denied by the collectors, but it is the opinion of this National Office that a protest to the Hon. W. H. Osborne, Commissioner of Internal Revenue, Washington, D. C., stating that these rates have been adopted by the various International Cost Congresses and reaffirmed by conventions of the United Typothetae and Franklin Clubs of America, and have been acknowledged as proper and reasonable and accepted as standard by the leading printing offices of this country, will result in their acceptance by the Commissioner.

P. P. TYLER, Secretary.

Organization work in the Northwest has been carried on with marked success in the past month by Pacific Coast Representative Joseph A. Borden. Eight new members at Bellingham, Wash., were reported on January 23rd and on February 1st the organization of the Olympia Division, with an initial membership of five, was consummated.

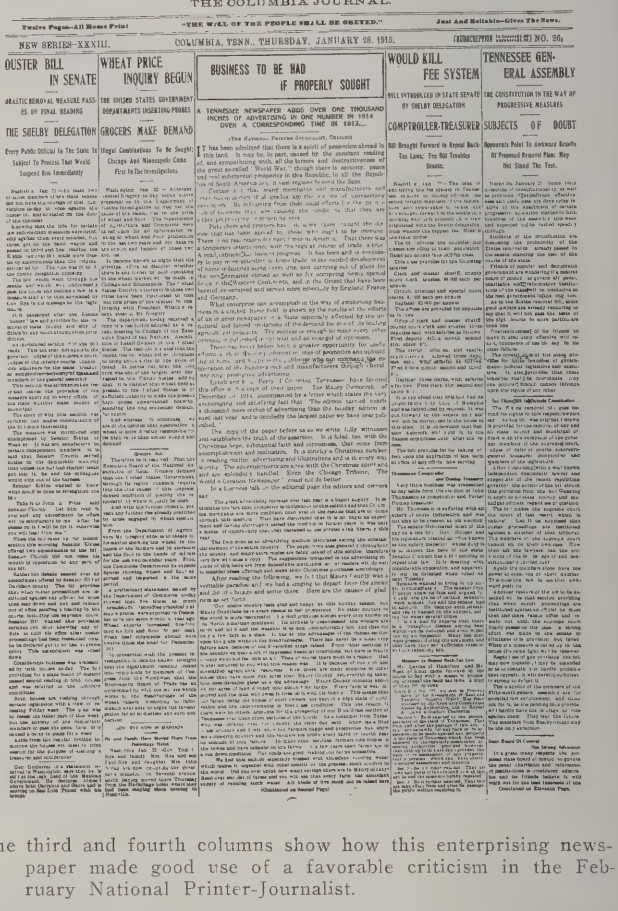
The orgaization of the Lima Typothetae and Franklin Club, with a membership of eight, was reported to the National Office by Fieldman W. C. Parsons, the first week of February.

Field Auditor M. J. Beckett has closed up his work of several weeks' duration among the printers of Wisconsin, and is now doing similar work in the State of Michigan.

A cost contract in the City of Washington has recently been completed by Fieldman F. W. Fillmore. The work extended over a period of several weeks, and the cost system was installed in four prominent plants, making the third contract for cost installation in that city within a period of twelve months. Mr. Fillmore is now in Richmond, Va., rendering special service to members of the United Typothetae and Franklin Clubs of America.

A new use for the National emblem has been adopted by the Yakima-Benton Division of the United Typothetae and Franklin Clubs of America. Those members who are publishers are running the emblem at the head of their editorial columns.

Messrs. Finlay, Moulton and Fell of the United Typothetae and Franklin Clubs of America attended the third annual meeting of the Chamber of Commerce of the United States, which was held in Washington, D. C., February 3rd, 4th and 5th.



THE MAURY DEMOCRAT.

THE COLUMBIA JOURNAL.

Twelve Pages—All Home Print "THE WILL OF THE PEOPLE SHALL BE OBEYED." Just And Reliable—Gives The News.

NEW SERIES—XXXIII. COLUMBIA, TENN., THURSDAY, JANUARY 28, 1915. SUBSCRIPTION [illegible] NO. 26

OUSTER BILL IN SENATE

DRASTIC REMOVAL MEASURE PASSES BY FINAL READING

THE SHELBY DELEGATION

Every Public Official In The State Is Subject To Process That Would Suspend Him Immediately

WHEAT PRICE INQUIRY BEGUN

THE UNITED STATES GOVERNMENT DEPARTMENTS INSERTING PROBES

GROCERS MAKE DEMAND

Illegal Combinations To Be Sought; Chicago And Minneapolis Cases Also In The Investigations.

BUSINESS TO BE HAD IF PROPERLY SOUGHT

A TENNESSEE NEWSPAPER ADDS OVER ONE THOUSAND INCHES OF ADVERTISING IN ONE NUMBER IN 1914 OVER A CORRESPONDING TIME IN 1913.

WOULD KILL FEE SYSTEM

BILL INTRODUCED IN STATE SENATE BY SHELBY DELEGATION

COMPTROLLER-TREASURER

Bill Brought Forward In Repeal Back Tax Laws; Fee Bill Troubles Senate.

TENNESSEE GENERAL ASSEMBLY

THE CONSTITUTION IS THE WAY OF PROGRESSIVE MEASURES

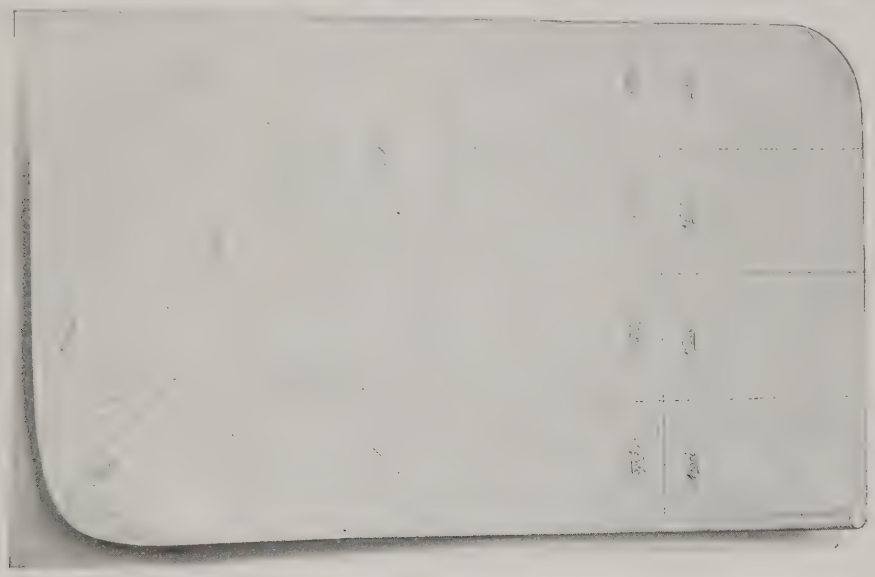
SUBJECTS OF DOUBT

Opponents Point To Awkward Results Of Proposed Reversal Plans; May Not Stand The Test.

The third and fourth columns show how this enterprising newspaper made good use of a favorable criticism in the February National Printer-Journalist.

A Fine Specimen of Trade Literature

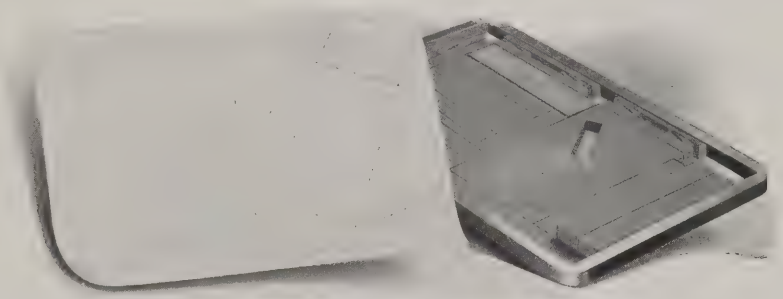
The Western States Envelope Company of Milwaukee has just issued one of the finest specimens of trade literature which has been produced. It is called the "Service Book" of twelve-month periods. If "faith is the substance of things hoped for, the evidence of things not seen," the perusal of this "Service Book" will instill that desired quality into the



This shows an especially valuable layout for large hotel work, making a fine cylinder job for runs of fifty to one hundred thousand. The 24 x 38 sheet gives you seven full high cut No. 6¾'s with eight noteheads (6 x 9½) printed at the same time. The gain in presswork enables you to cut under competition, offer better goods and pocket more profit. There is good money in hotel printing if you handle it this way.

the firm and the substance of the advice and suggestion contained upon the exquisitely neat pages, undoubtedly will arouse in the minds of every printer-recipient the desire to get some of the profits out of handling envelopes in quantities that he has not seen for several hearts of many an indifferently successful printing salesman.

The book was designed, written and completed by the Hall Advertising Company of Milwaukee. It describes in a racy, entertaining style, the service which the Western States



Novel lockup for short runs of platen work—say 5 to 25 thousand. Makes one No. 6¾ envelope and one 8½ x 11 letterhead out of 11 x 17 sheets. You cut down your press work one-half, secure exact match of paper and inks and print both fronts and backs of envelopes at the same time. You simply ship us the envelope-half of the sheets for making up, first securing our free layout to insure your getting your form in the right position. You can also use the same idea for the popular "two-fold" stationery, as the 11 x 17 sheet will give you one No. 7½ envelope and the correct size of letterhead—7¼ x 10½. It's a fine idea that means busy presses for you if you work it right.

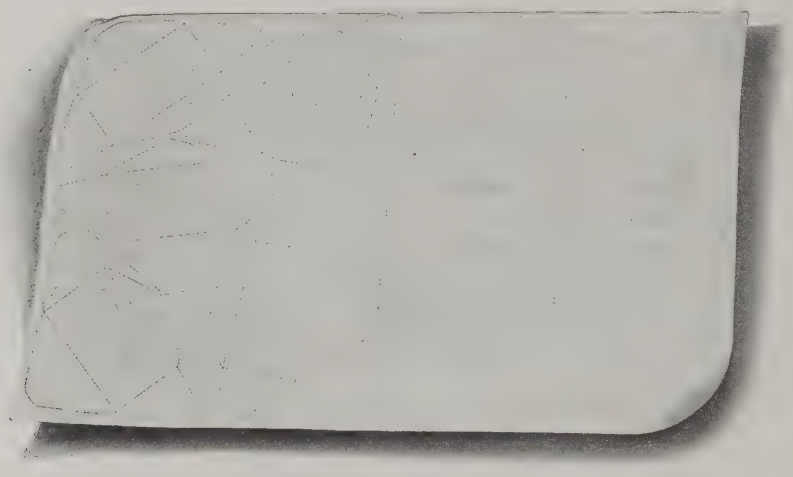
Envelope Company offers, and has been giving, the printing trade.

In an introductory statement the following assertions are made: "The backbone of Western States service is the manufacture of sheet-print envelopes. These are envelopes of every style made up by us after you have printed them in the sheet, according to position layouts furnished by us.

"We have concentrated on bringing this principle to the highest degree of practicability and economy, enabling you to print from two to a dozen 'on' printing backs and fronts at the same impression; utilizing every possible inch of stock.

"Letterhead and envelope printing may be combined in one operation, and, above all, giving your customer designs, quality, character and advertising strength impossible with envelope printed after making."

From an advertising standpoint the book is an eloquent example of skill and should inspire emulation. The typographical arrangement of halftones with tinted backgrounds, the gray initials and running heads and the pure-white calendared stock used, present so pleasing a combination as to tickle the cockles of any printer-man's heart.



Layout for 22 x 34, suitable for runs of ten thousand and upward, cutting out five No. 6¾ envelopes with four 8½ x 11 letterheads. We supply this layout free so you can get your form in exactly the right position to take advantage of the big gain in presswork. You can cut the sheets in two after printing and ship us the envelope half for making. This 22 x 34 sheet also cuts four letterheads with two No. 6¾'s, and two No. 10's, or four No. 6¾'s and one No. 10. Of course, invoices or statements can be substituted for the letterheads, or you can split that part of the sheet between the two.

A PRINTSHOP STEW

Place in a metal pot a small (mis)steak, a dozen mutton quads, cover with a double column galley and let come to a boil. Then at this point add a couple of pigs, a handful of phat dead horse with a sprinkling of type lice and let cook until well done. Then take a half pound of cold metal, a cupul of scrambled mats, a handful of wrongfonts and mix with the first compound, and after adding a pint of lower case p's, pour in equal parts of machine oil, lye water and gasoline, enough to cover the whole and sprinkle well with graphite, brass filings and a few nut quads. When cool serve with pi and T.

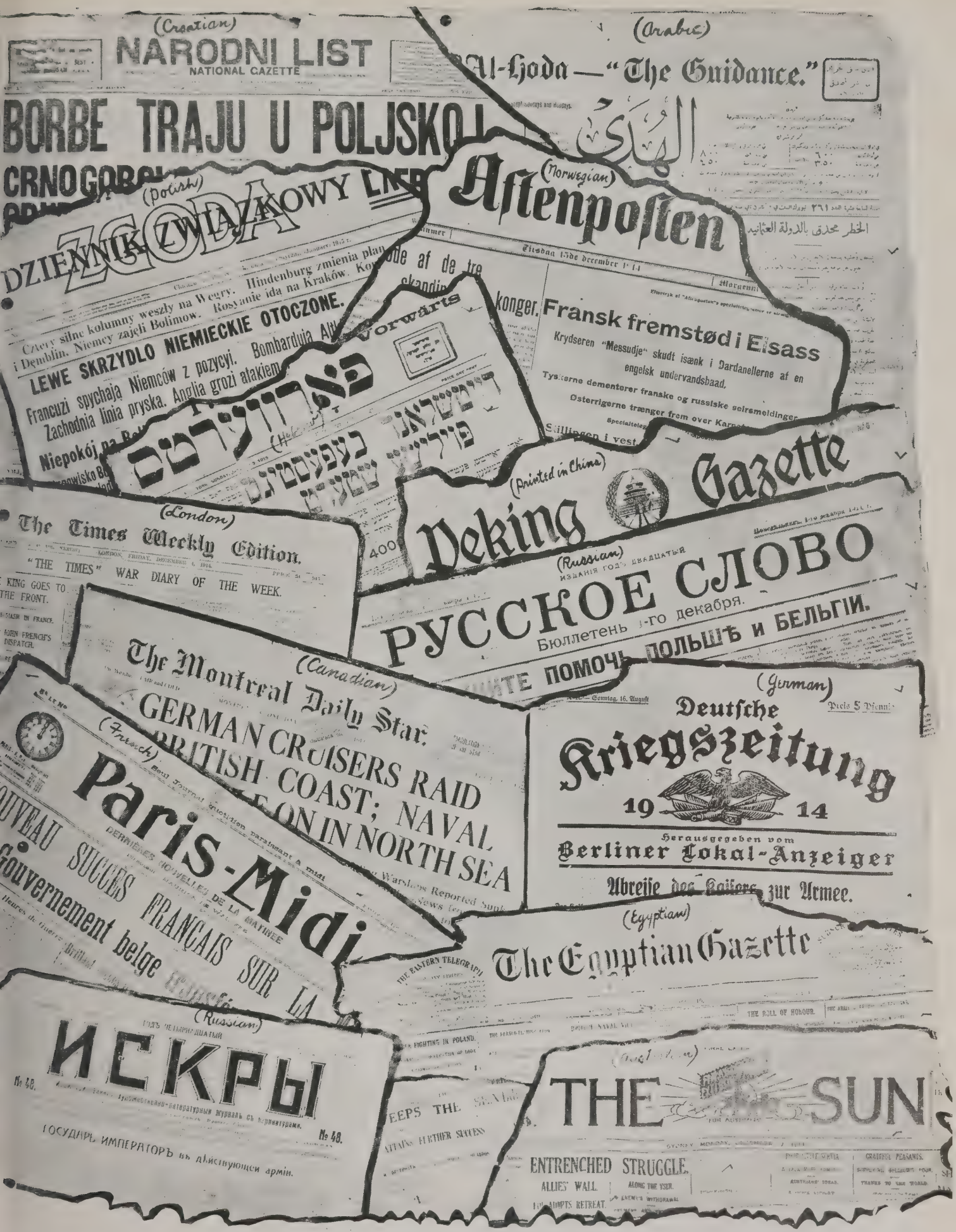
* * *

HE RECOGNIZED THE LANGUAGE

A "bo" printer blew into a shop in Los Angeles and asked about the condition of work. The foreman looked him over.

"Are you a native son?" he asked.

"Not by a —— sight," roared the tourist, as he started toward the door, "and I wouldn't work for any — — — — — who is a native son."

"Hey, come back here," yelled the foreman. "I'm from Kansas, too."

The War Headlines of Foreign Papers

glish, French, Russian, German, Indian, Arabic, etc. This plate was first shown by The University Missourian of umbia, Mo., which is published by the students of the School of Jour-nalism.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, Box 321, Chicago.

EVERY time I see a piece of printing from the Roycroft Shops, which is quite frequently, I think of Axel Edward Sahlin, who is leaving his imprint so strongly upon the printing ideals of that institution. Some day I am going to East Aurora; I am going to stop over Sunday or longer at the Roycroft Inn, and am going to see with my own eyes just what these fellows are doing in their work of making things a little different from the ordinary and just a little bit more worth while.

Not the least of my pleasures on this occasion will be my meeting with Mr. Sahlin and learning something of the personality behind the work which he is doing. That it is a pleasing, wholesome, happy, upward looking personality I feel confident, and I expect to come away feeling younger than when I went and with a greater inspiration to accomplish something in the world.

Now that I have said this much, I am willing to go a little further and say just between you and me, that Sahlin can scarcely write so that anyone can read it; at least he does not do so when he writes to this department. This is one of the proofs of his genius. If I had not started my career in my teens at setting up the copy sent in by country correspondents to a weekly newspaper, I am very much afraid some of this man's writing would be unintelligible to me. As it is, I can read it almost as well as the handwriting of a lawyer, or banker, or other men who have been too busy doing big things to waste their time on fancy penmanship.

I have sometimes suspected that the reason Sahlin took to printing was that he sought some means of expression by which he might make himself intelligible to his readers. But be that as it may, he certainly has found his calling, all right, and is making the most of his opportunities. You would all of you believe this with your whole heart if you could see at first hand the bunch of work now on my desk, just recently come in from the Roycroft Shops.

Goodness, what are we coming to? Here is another "little journey" book from the pen of the Great Hubbard; not this time to the "homes of good men and great," or to the haunts of those who have accomplished big things in the world—but for the time being the Sage of East Aurora has gone out to lunch and has immortalized the fact in this little booklet entitled, "A Little Journey to the Hartford Lunch." In spite of the carnal nature of the subject matter, Mr. Sahlin in designing the typography has done his best to work it into a classic mold. He would doubtless be able to do this, even were it "A Little Journey to Tony, the Bootblack," or "A Little Journey to Tessie, the Manicure Girl."

In this bunch, too, is a double page advertisement of that Roycroft goodie box, which is staring at me from every piece of Roycroft literature. Those advertisements have a way of captivating me. I feel sure that some time I am going to fall for this and send on $10.00 of real money to get this prize collection of bacon, butter, preserves and pickles, and all the rest of it. If these advertisements continue coming, I know I shall do it, even though I were solemnly assured by someone who knew that I could get the same identical stuff at my own favorite delicatessen store for about $4.69. Such is the persistent power of advertising, especially when it is executed by such men as Sahlin and the rest of the Roycroft bunch.

But here I am, wasting a whole good dictaphone cylinder on these fellows and giving them a lot of free advertising, when there are many more specimens lying on my desk clamoring for recognition. Just before closing, however, I must remark that these people have even invaded Chicago and have carried off from here some of the city's most attractive printing contracts. I am not kicking about it, either, for I am willing to admit the specimens before me show that they deserve to get them, for they have made good and have most assuredly delivered the merchandise.

I think, though, that the only way I can justify this long "spiel" is to measure it up when it appears in print and send The Fra a bill for it at the regular advertising rate. This would at least give him to understand that we are a brother craftsman (careful, Gene, don't let the linotype make it graftsman), and would lead him to honor us as such, even though he repudiated the bill.

Thus endeth the cylinder.

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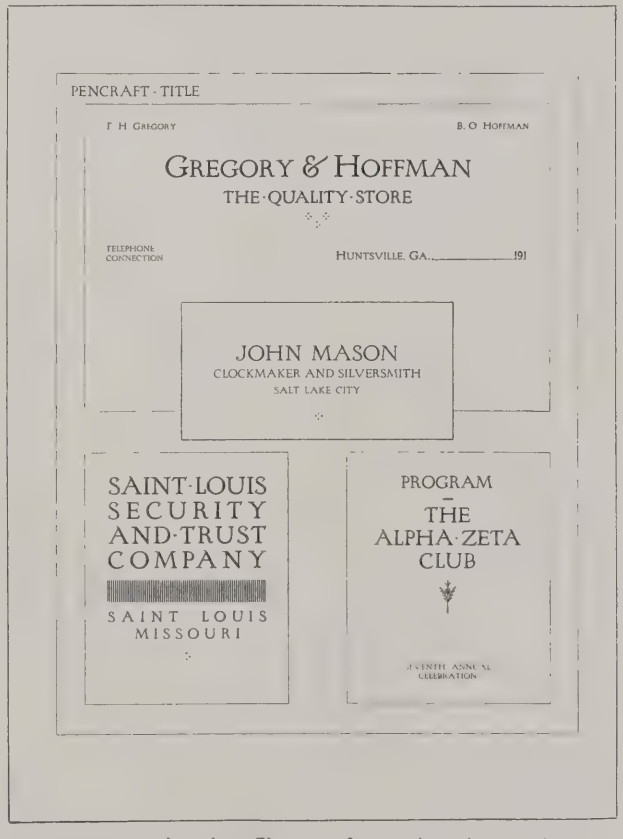
One of the valuable services which this department can accomplish is to call attention from time to time to the new faces of type brought out by the founders. One of the most



recent ones is the Pencraft series brought out by Barnhart Brothers & Spindler. This is in old style, title and italics, with auxiliaries and initials. Hand lettering effects are now much in vogue in the better grade of booklet and stationery printing, and Pencraft was designed to

meet this demand. The initials harmonize perfectly with the regular body type and add materially to the beauty of the series. Registering tint blocks are included in each font, so that the printer may, when he desires, produce two-colored effects. The series also includes ornaments and borders, specially designed to harmonize with this letter. In order to carry out the idea of hand lettering, the Pencraft title was made with close letter spacing, thus enabling the printer to secure a solid mass effect.

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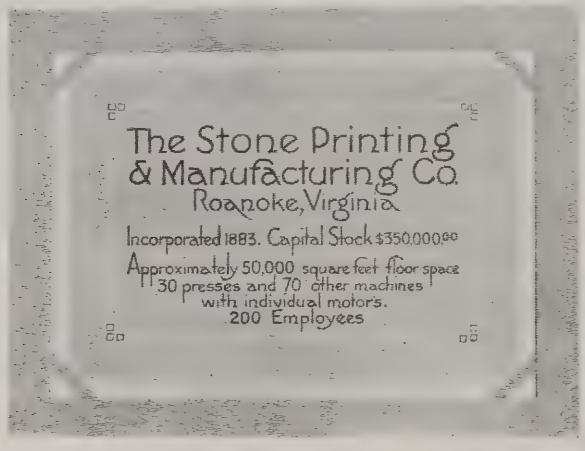
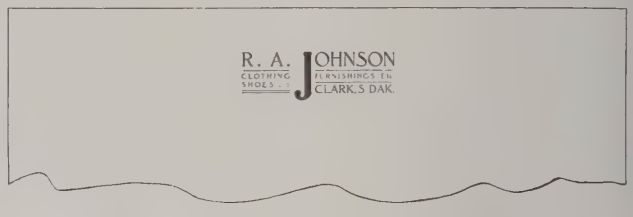
I responded to an invitation which I found in some of my printed matter from the Stone



Printing and Manufacturing Company, Roanoke, Virginia, and sent for a little booklet entitled, "Through Our Print Shop with a Camera." I have felt amply repaid for so doing. This little album of views is a delightful piece of work indeed. Each page is gotten up to represent the page of a post card album, on which is an illustration having the appearance of a post card with corners inserted under slits in the leaves of the album. I want to assure these people that I appreciate the amount of work necessary to do this and do it right; but they have got away with it with a great deal of credit. The book contains 32 pages, 31 of which are illustrations around the print shop and the other a title page. The latter is done in the same style as the other and is here reproduced.

✧ ✧

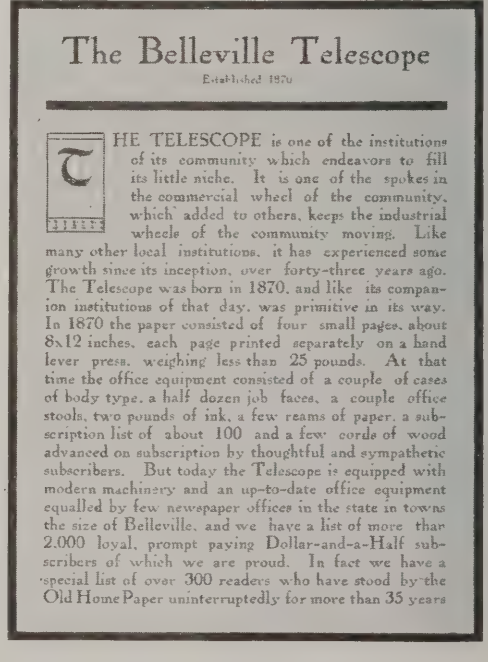
Some specimens from Roy A. Bast of the Pilot Review, Clark, South Dakota, have come to me by way of Brother Copper. The R. A. Johnson letterhead is a first-class piece of work, as I think all will agree who see it here reproduced. I really cannot say so much for the letterhead and envelope of The Pilot Review, as I believe the fantastic style of putting the three words in three separate lines is all wrong. While I am not particularly a stickler for dignity in printing, I believe that both dignity and art would have been subserved by putting this in one line to stand out quite boldly and give body to the heading. As it is, there seems to be little substance to it, and no symmetry, especially because of the fact that the three words are of greatly varying length. There are good possibilities in this head, too. It might be set up with "The Clark Publishing Com-



pany" as the leading line, followed by "Publishers of The Pilot Review," or it might have "The Pilot Review" as the leading line, followed by "Published by Clark Publishing Company." This would then be followed by "Clark, South Dakota," in one line, rather than having it divided as it is at the present time with "South" on one line and "Dakota" on the other. This should be avoided in any case.

✧ ✧

The Belleview Telescope, Belleview, Kansas, has a good advertising man and also a good


The Belleville Telescope

Established 1870

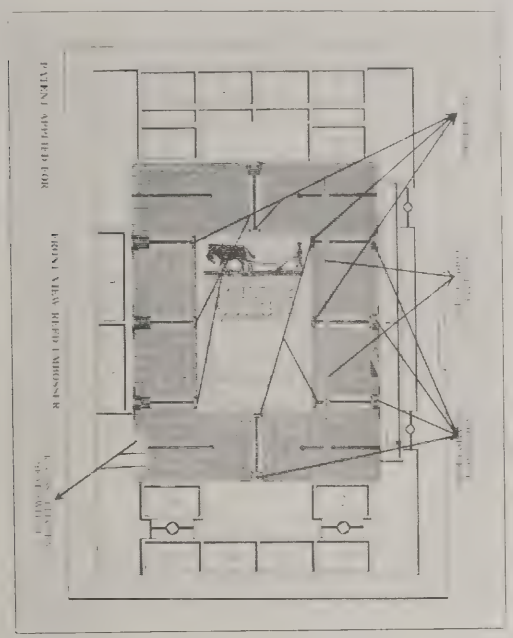
THE TELESCOPE is one of the institutions of its community which endeavors to fill its little niche. It is one of the spokes in the commercial wheel of the community, which added to others, keeps the industrial wheels of the community moving. Like many other local institutions, it has experienced some growth since its inception, over forty-three years ago. The Telescope was born in 1870, and like its companion institutions of that day, was primitive in its way. In 1870 the paper consisted of four small pages, about 8x12 inches, each page printed separately on a hand lever press, weighing less than 25 pounds. At that time the office equipment consisted of a couple of cases of body type, a half dozen job faces, a couple office stools, two pounds of ink, a few reams of paper, a subscription list of about 100 and a few cords of wood advanced on subscription by thoughtful and sympathetic subscribers. But today the Telescope is equipped with modern machinery and an up-to-date office equipment equalled by few newspaper offices in the state in towns the size of Belleville, and we have a list of more than 2,000 loyal, prompt paying Dollar-and-a-Half subscribers of which we are proud. In fact we have a special list of over 300 readers who have stood by the Old Home Paper uninterruptedly for more than 35 years

printer. Possibly they are one and the same; but if so, he is just that much more of a genius. I am gauging his ability from a little folder which is before me and which I shall try to have reproduced. I shall show only the inside, although the other side is just as attractive and some-

what more diversified. On one fold is a halftone, illustrating the fact that everybody reads the Telescope, while on the other is an attractive design in the form of business card. The printing is on buff stock in brown and black.

✧ ✧

Here is an illustration which tells a whole story. I have taken it from a booklet entitled,



"A Little Talk on Shop Efficiency," and published by Reed-Embosser, South Bend, Ind. Another similar illustration shows the back of the same form. There are also a few pages of text matter just to fill out and explain the different terms a little; but the illustrations really tell the story.

✧ ✧

The January number of a Typothetae organ has a Christmas story as the leading article. Tut! Tut! Printers ought to be more up to date than that.

✧ ✧

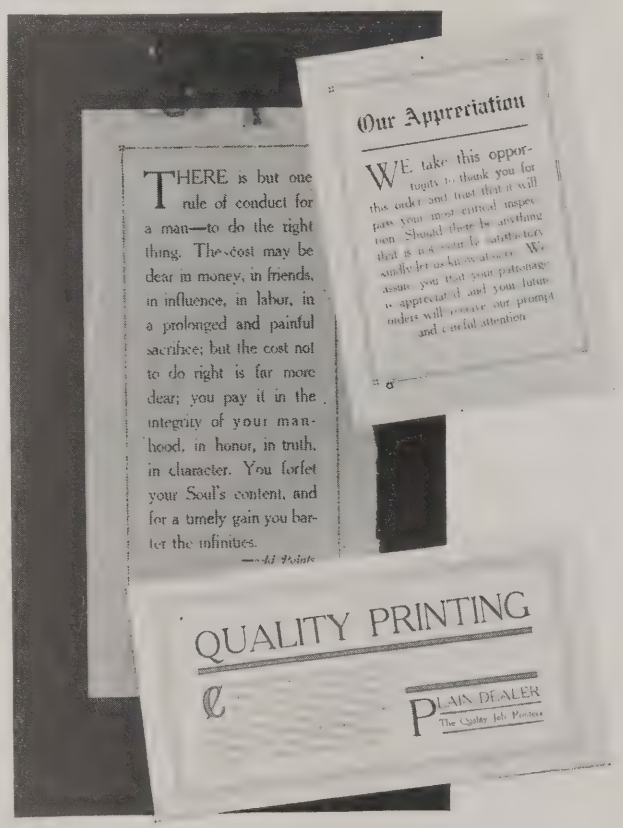
The manufacturers of bond paper are doing well to carry on a campaign for more direct-by-mail advertising. They are not only benefiting themselves but also the printers. It might be said, too, that their campaigns are being so intelligently conducted that they are formulating many valuable sales methods for merchandisers as well. One of the latest and best little pieces of work along this line, is a pamphlet entitled, "How Letters Help" sent out by W. E. Wroe & Company, the men who handle the well-known Construction bond.

✧ ✧

I have copy of the January number of The Michigan Bulletin, published in the interest of The Michigan Press and Printers' Federation. I think this is the first number of this publication I have seen. I wish it were more carefully gotten up and printed. As it is, it is not by any means representative of Michigan Printerdom nor is it calculated to be a credit to any printer.

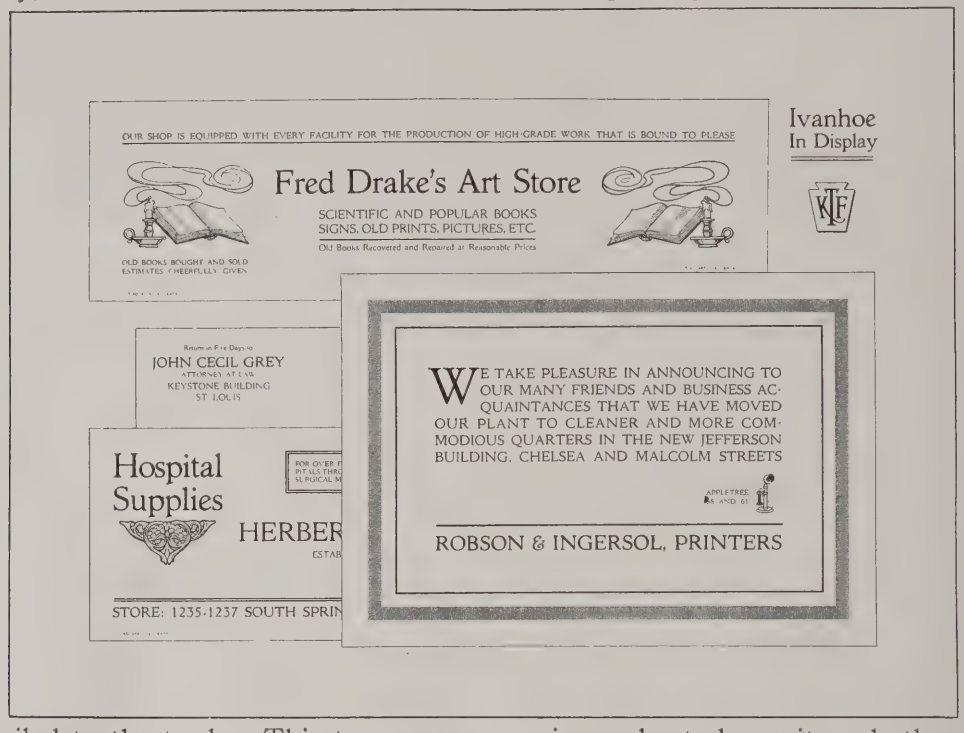
✧ ✧

O. E. Booth is one of the men whom this department is expecting to accomplish big things in printing. He has sent in work a number of times and has shown conclusively that he is developing in the art. Under date of January 22nd, he sent in a number specimens from his old address in Iowa, and under date of February 22nd, just four weeks later, he writes from Creston, Iowa, saying that he is now with the Daily Plain Dealer of that city, sending some of his work from his new loca-


Our Appreciation
THERE is but one rule of conduct for a man—to do the right thing. The cost may be dear in money, in friends, in influence, in labor, in a prolonged and painful sacrifice; but the cost not to do right is far more dear; you pay it in the integrity of your manhood, in honor, in truth, in character. You forfeit your Soul's content, and for a timely gain you barter the infinites.
QUALITY PRINTING
PLAIN DEALER

tion. This last lot includes a wall card and blotter and a little envelope filler, to be used in the acknowedgment of the receipt of orders. All of them are first-class. The border on the blotter was somewhat worn and did not fit as well as might have been wished; but otherwise the job is a delight. It is printed in two shades of blue. The wall card has a mounting of black, with the printing in brown on light-brown cover stock and with a dash of orange for the initial.

Another new type face to which we should not neglect to call attention is named Ivanhoe, and is just recently put out by the Keystone Type Foundry, shown in a handsome folder

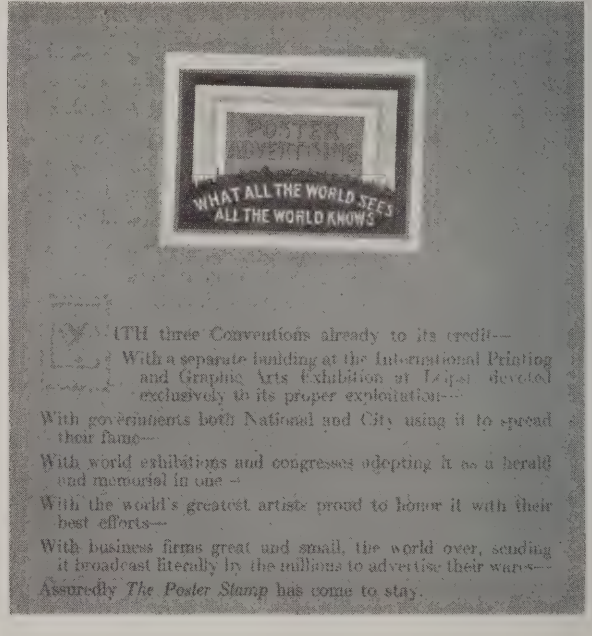

OUR SHOP IS EQUIPPED WITH EVERY FACILITY FOR THE PRODUCTION OF HIGH-GRADE WORK THAT IS BOUND TO PLEASE
Fred Drake's Art Store
SCIENTIFIC AND POPULAR BOOKS
SIGNS, OLD PRINTS, PICTURES, ETC.
Old Books Recovered and Repaired at Reasonable Prices
OLD BOOKS BOUGHT AND SOLD
ESTIMATES CHEERFULLY GIVEN
Ivanhoe
In Display
JOHN CECIL GREY
ATTORNEY AT LAW
KEYSTONE BUILDING
ST. LOUIS
Hospital
Supplies
HERBER
STORE: 1235-1237 SOUTH SPRIN
WE TAKE PLEASURE IN ANNOUNCING TO OUR MANY FRIENDS AND BUSINESS ACQUAINTANCES THAT WE HAVE MOVED OUR PLANT TO CLEANER AND MORE COMMODIOUS QUARTERS IN THE NEW JEFFERSON BUILDING, CHELSEA AND MALCOLM STREETS
ROBSON & INGERSOL, PRINTERS

just being mailed to the trade. This type, says the booklet, bears the name of a character portrayed by the Wizard of the North, whose pen wove romance and history in a way that has delighted the world for a hundred years. That sounds romantic enough; but I wish to state right here that the type fulfills every statement made regarding it, romantic or otherwise. The specimen sheet shows it on both enamelled and eggshell stock, and it works up admirably on each of them. It is a good face for both body and display, as the excerps will show.

Here is an idea that is not so bad. The printing of "It Can't Be Done" is in black,

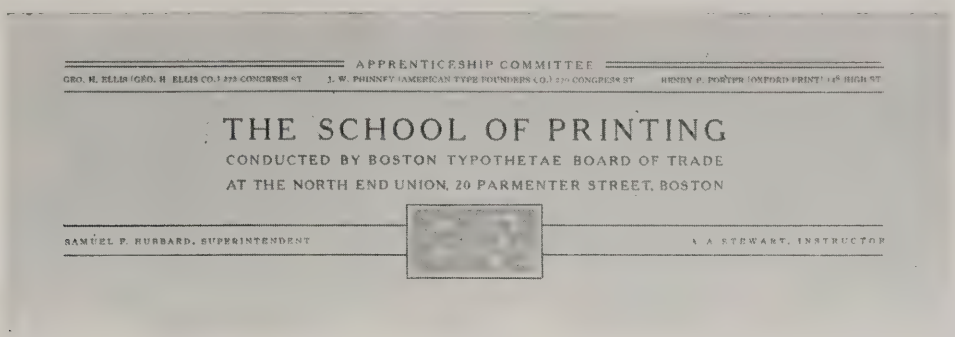
while the lines printed across the T to blot it out are in red. This is the idea of Henry Kahrs, 240 East 33rd Street, New York, and the statement is made regarding certain things which can be done by his process of stereotyping.

A little booklet devoted entirely to poster stamps, and with a number of samples of these


POSTER ADVERTISING
WHAT ALL THE WORLD SEES
ALL THE WORLD KNOWS
With three Conventions already to its credit—
With a separate building at the International Printing and Graphic Arts Exhibition at Leipsic devoted exclusively to its proper exploitation—
With governments both National and City using it to spread their fame—
With world exhibitions and congresses adopting it as a herald and memorial in one—
With the world's greatest artists proud to honor it with their best efforts—
With business firms great and small, the world over, sending it broadcast literally by the millions to advertise their wares—
Assuredly The Poster Stamp has come to stay.

stamps, is issued by the Stavrum-Thomson-Bennett Company, Auditorium Tower, Chicago. These people are designers of these increasingly popular business aids.

I am glad it was necessary for our office to enter into correspondence with the School of Printing conducted by the Boston Typothetae Board of Trade. It thus has been made possible for me to present to the readers of this department a reproduction of a letterhead now being used by this school. I think you will agree with me that it is a worthy piece of printing.


APPRENTICESHIP COMMITTEE

GEO. H. ELLIS (GEO. H. ELLIS CO.) 272 CONGRESS ST J. W. PHINNEY (AMERICAN TYPE FOUNDERS CO.) 270 CONGRESS ST HENRY P. PORTER (OXFORD PRINT) 148 HIGH ST

THE SCHOOL OF PRINTING

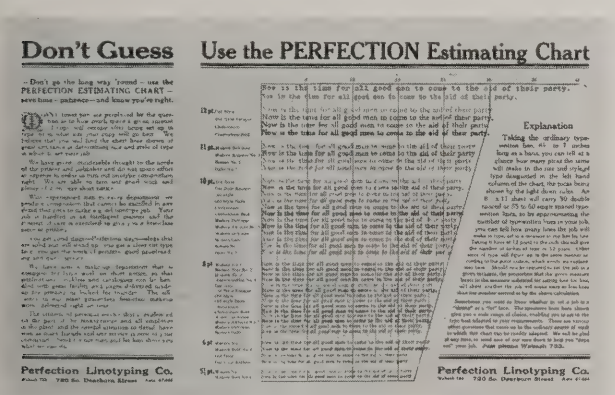
CONDUCTED BY BOSTON TYPOTHETAE BOARD OF TRADE

AT THE NORTH END UNION, 20 PARMENTER STREET, BOSTON

SAMUEL P. HUBBARD, SUPERINTENDENT A. A. STEWART, INSTRUCTOR

✧ ✧

The Perfection Linotype Company, 720 South Dearborn Street, Chicago, publishes a Perfection estimating chart by which it is possible for anyone to estimate just how much printing in


Don't Guess

Use the PERFECTION Estimating Chart

Explanation

Perfection Linotyping Co.

Perfection Linotyping Co.

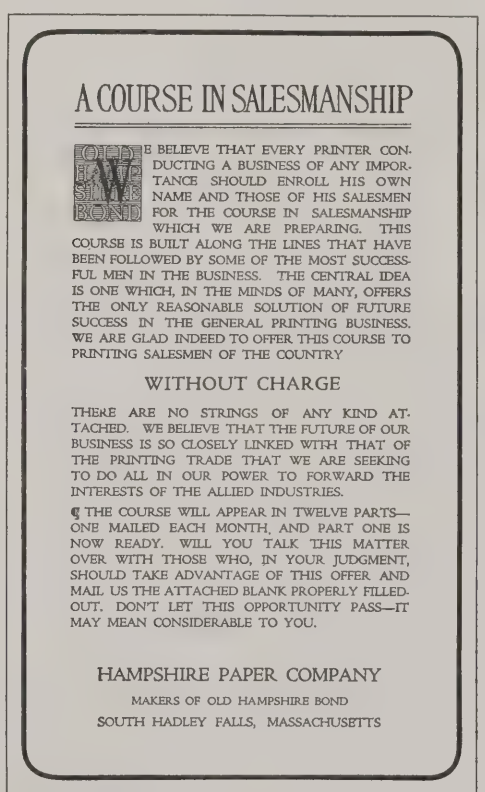
the various sizes of type will be secured from any given amount of typewritten matter. It is a delightful help to anyone who has to send stuff to the printer.

✧ ✧

The advertising value of various types of half-tone illustrations is well set forth in a little booklet entitled, "Advertising Value" published by the Franklin Photo-Engraving House of Philadelphia. It shows admirably what can be done with half-tones.

✧ ✧

The Printers Bureau of the Hampshire Paper Company, South Hadley Falls, Mass., has prepared a course in salesmanship particularly for the printing business. The Printers Bureau believes that perhaps more important, or at least equal benefit with work on cost, will be a proper consideration by the printers of America of the selling problems which confront them. They state emphatically that printing salesmen cannot successfully build business on the basis of price. He must do much more than take an


A COURSE IN SALESMANSHIP

OLD HAMPSHIRE BOND

WE BELIEVE THAT EVERY PRINTER CONDUCTING A BUSINESS OF ANY IMPORTANCE SHOULD ENROLL HIS OWN NAME AND THOSE OF HIS SALESMEN FOR THE COURSE IN SALESMANSHIP WHICH WE ARE PREPARING. THIS COURSE IS BUILT ALONG THE LINES THAT HAVE BEEN FOLLOWED BY SOME OF THE MOST SUCCESSFUL MEN IN THE BUSINESS. THE CENTRAL IDEA IS ONE WHICH, IN THE MINDS OF MANY, OFFERS THE ONLY REASONABLE SOLUTION OF FUTURE SUCCESS IN THE GENERAL PRINTING BUSINESS. WE ARE GLAD INDEED TO OFFER THIS COURSE TO PRINTING SALESMEN OF THE COUNTRY

WITHOUT CHARGE

THERE ARE NO STRINGS OF ANY KIND ATTACHED. WE BELIEVE THAT THE FUTURE OF OUR BUSINESS IS SO CLOSELY LINKED WITH THAT OF THE PRINTING TRADE THAT WE ARE SEEKING TO DO ALL IN OUR POWER TO FORWARD THE INTERESTS OF THE ALLIED INDUSTRIES.

¶ THE COURSE WILL APPEAR IN TWELVE PARTS—ONE MAILED EACH MONTH, AND PART ONE IS NOW READY. WILL YOU TALK THIS MATTER OVER WITH THOSE WHO, IN YOUR JUDGMENT, SHOULD TAKE ADVANTAGE OF THIS OFFER AND MAIL US THE ATTACHED BLANK PROPERLY FILLED-OUT. DON'T LET THIS OPPORTUNITY PASS—IT MAY MEAN CONSIDERABLE TO YOU.

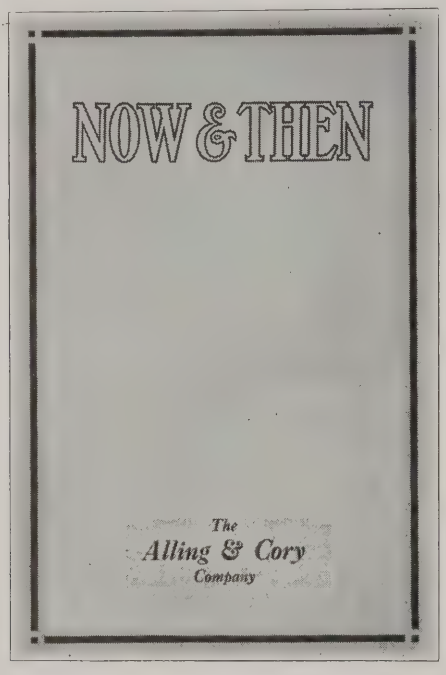
HAMPSHIRE PAPER COMPANY

MAKERS OF OLD HAMPSHIRE BOND

SOUTH HADLEY FALLS, MASSACHUSETTS

order. In fact, if he is to measure up to the great opportunities that are before him, he must develop into one of the finest possible types of salesman. It is the imperative duty of the printing salesman to impress upon the buyer that he is selling his product on the basis of quality, rather than price alone. Buyers of printing require an education along these lines

and the printing salesman is the logical educator. He should advise and instruct his customers and prospects on their printing purchases, giving them the reason why one kind of printing is more profitable than another, keeping price in the background. This is not an easy task, but it is by no means an impossible one, and the Hampshire Paper Company is going



at it systematically and intelligently to work out a course along this line. They announce there will no charge for the course to those now actually employed in the work of selling printing. Enrollment blanks will be sent upon request to those who are interested. No written work is required and the general tone running through the material is that of a heart-to-heart discussion of selling problems. The Alling & Cory Company, dealers in paper at several different points in the United States, get out an occasional issue of a house organ entitled. "Now and Then." It is delightfully printed. well made up and has really good stuff in it.

⌘ ⌘ ⌘

"WORTH MANY TIMES ITS COST."

Office of Booneville Herald and Adirondack Tourist.

Boonville, N. Y., February 6, 1915.

Mr. B. B. Herbert, Chicago, Ill.

My Dear Friend Herbert:—Enclosed find check to renew subscription to National Printer Journalist. Would hardly know how to do without it. Find it most valuable in my newspaper and printing business and it has been worth many times its cost to me. Look for it each month. Am anticipating the February number which has not yet been received.

Will you kindly advise me concerning the next meeting of the National Editorial Association. Want very much to attend, especially if it is to be held in California. Had the pleasure of meeting your son in New York last April. Hoping to hear from you, thanking you for many courtesies in years gone by I remain as ever,

Cordially yours,

GARRY A. WILLARD.

⌘ ⌘

I unfold a big, three-fold mailing card and find at the top this cheering message, "Business will be Better This Spring." Here is an optimist. He follows it up with more optimistic stuff, all of it good, all of it inspiring, all of it

Business will be Better this Spring!

Spring is naturally a season of renewed business activity but there are other powerful factors at work to bring about better times in the immediate future

The shock of the war stunned business temporarily. Retailers and wholesalers retrenched, forcing manufacturers to curtail production. In the meantime goods have been steadily consumed and diminished stocks *must soon be replenished*

The war has ceased to be such a disturbing element to American commerce and people are again talking *business* instead of *war*. In Europe, they cannot manufacture and ship much goods here, but instead are making increased demands on us for products of all kinds.

All of which means that American manufacturers will have to supply goods to fill the natural spring demand, replenish the depleted stocks of domestic products and also take the place of imported goods. If this doesn't spell *prosperity* to the thinking business man, what does?

Meet Prosperity Half-Way

by doing some sound, sensible advertising right at this three-fold, triple-action, psychological moment. Remember you can't pick cherries unless you go after them, no matter whether the crop is large or small! Likewise, you can't get business without advertising, whether times are good or bad

Strike, while the iron is hot! Advertise *now!* Do it in the most direct and economical way. Advertise straight to the dealer. He is the man who *buys first*. State your proposition to the best-rated druggists throughout the United States who will read the

Four Special Spring Issues

of THE BULLETIN OF PHARMACY which will be published in March, April, May and June. No business is more active in the spring than the drug trade. It is a natural buying season—the logical time to get druggists to stock your goods or sell more of them

It is the very best time to put your products in the lime-light and tell the druggist something that will make money for you both. The special spring numbers of the BULLETIN OF PHARMACY, the livest and best drug *journal* in the world, offer an exceptional opportunity for

Timely, Economical Publicity

Timely because business is improving and the spring will be active. Economical because there will be no advance whatever in advertising rates on account of the increased circulation. You can reach druggists through these issues at a far lower cost than in any other manner

Consider this remarkable opportunity for the *right kind* of advertising, at the *right time* and in the *right place*. Think over the facts stated herein and then rush the post card to us. You owe it to your business to investigate our FOUR BIG SPRING ISSUES at once!

The Bulletin of Pharmacy

If you have never advertised or sold your goods to druggists, now is the very best time to take the first step in establishing a drug trade outlet. Indicate on the post card if you want a copy of our booklet, "Side Lines in the Retail Drug Trade."

calculated to make a man feel better. I will just let the half-tone man have this and show it to you.

✧ ✧

Advertising Brought Results.

There is nothing like advertising. A short time ago a Boston newspaper hunted up one of the pretty girls of the "Hub" and printed her picture, declaring she was the most beautiful woman in Massachusetts. Within the next thirty days she had 800 offers of marriage. A paper in Virginia taking the hint from this, printed the pictures of two famous beauties and offered a prize to the one receiving the greatest number of marriage offers within twenty-four hours after the publication of the portraits. The offers poured in by the dozen, one beat by three, and the prize was duly awarded. All this shows that the ordinary mortal does not recognize a good thing until after its merits have been told by the press. This holds good in everything. It has long been shown to be true of the drygoods market, the clothing trade, with boots and shoes, real estate, groceries and is equally true of humanity itself. They could find just as charming beauties in their kitchens, but the chorus girls are advertised and the kitchen girls are not; therefore, the former class are toasted and feted and treated to birds and cold bottles, while the poor kitchen girls are snubbed and neglected. It is all a matter of advertising. That which is advertised sells, that which is not advertised is neglected.—Armour (S. D.) Herald.

Annual News Summary and Keeping Trade at Home

P. O'Brien, editor and proprietor of the Iron River-Stambaugh Reporter of Iron River, Mich., whom, we remember, is President of the Northern Michigan Press Association, and who is now serving his people in the State Legislature, favors us with a copy of his paper of January 29th.

One page is devoted to a brief summary, by months and days, of the general, important news events of 1914 and of the war in Europe.

In the past, we have treated at some length the subject of the value of these annual news summaries, not only of general, but of local, news. The local news summary, with a little planning, can be prepared from week to week or month to month during the year so that very little work is required at the close of the year, when there is likely to be a rush in the office, to make the record complete and ready for prompt use.

Such a record is convenient for reference, besides being of interest as a sort of historical review, and the issue containing the same is likely to be preserved.

Keeping business at home is also discussed and illustrated in this number. It is a subject of interest to all publishers, as well as to home merchants, and to the community, for keeping business at home makes for local prosperity, better times, substantial growth, better home markets and more employment. The better home market helps the farmer and increases the value of real estate, both in the town and country, and, of course, trading at home is the life of the local merchants, and it is largely up to the merchants and to the home press, through coöperation, to secure the desired condition of local merchandising.

Merchants, in the larger cities, have pretty generally come to realize the facts as to the necessity of newspaper publicity, and are liberal, insistent and intelligent in their advertising. Many merchants, in the smaller towns, are still in need of education, although there has been much improvement within the past decade, since advertising clubs and associations have come to the aid of the public press.

The Reporter is fortunate in being able to point to liberal advertisers in its own pages, to instruct as to how and illustrate as to why, as shown by the following statement:

"Ben Harris of Stambaugh last week carried a double page add and this week comes back with another full page ad, telling of the success of his sale and offering still more bargains.

"Hane Brothers are putting on a big sale, and J. P. Hayes & Company, Friend & Peterson, the Iron River Mercantile Company, Russ & Lindquist, the Iron River Shoe Shop, Charles Levine, Ben L. Quirt and others are quoting facts and figures that have the pulling power to keep trade at home."

The Record quotes from another newspaper in a community where such fortunate conditions as to advertising do not exist. Crystal Falls is the other community and the local paper, the Diamond Drill, and the local business men suffer, showing business failures in Crystal Falls, while there had been none at all in the more enterprising city where the Reporter is published. Commenting on the way Iron River merchants go after business, the Diamond Drill says:

"Local newspapers the country over are swiping the mail order house on every occasion possible. They do so to protect their local business men from the ravages of the mail order institutions, knowing at the same time that their readers are getting the worst of it from these mail order houses. The Diamond Drill has in the past done what little it could to discourage mail order business, but we must say that the merchants of this town with a few exceptions deserve to lose their business to mail order institutions and they are losing it, too, as is evidenced by the immense amount of goods that is being received here right along from Chicago and mail order centers.

"They deserve to lose their business for the reason that they do nothing to save it. Do you see any merchant in Crystal Falls advertising any bargains? Do they make any effort to give the people here special prices in these hard times, as do the business men of Iron River? Do they do anything to enlighten the people and show them that Crystal Falls merchants can sell goods cheaper than the same goods can be bought from the Chicago houses?"

* * *

"SUBSCRIPTION BEGAN WITH FIRST NUMBER."

Platteville, Wis., February 2, 1915.

B. B. Herbert, Publisher National Printer-Journalist, Chicago, Ill.

My Dear Herbert:—Enclosed please find check for $2.00 to pay for the Journalist to January, 1916.

I am reminded that it is twenty-seven years since you first began publishing the Journalist, and your books will show that my subscription began with the first number.

Notwithstanding I have retired from active newspaper work, I still find much pleasure in keeping in touch with "the boys" by means of your excellent Journal.

Mrs. Rindlaub joins me in very kindest regards to yourself and your good wife.

Very sincerely yours,

M. P. RINDLAUB.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
CHICAGO, ILLINOIS, MARCH 1915

Haste makes waste and the necessity of haste is one of the most troublesome obstacles in newspaper making, including the editing as well as the news gathering and prompt publication. However, the modern newspaper, in order to reach permanent, adequate success, must avoid waste and be above all else, accurate and reliable. These ends are only reached through the most thorough system, preparedness, practice and instinctive sense for the discernment of the truth, a sense that springs from an honest mind, well disciplined, broad and free from prejudice.

Facts are stubborn things and have a strength all their own. Editorials are useful in summarizing, giving point to, and, in a way, interpreting, the facts and showing their relations to public weal or woe, to individual well-being or the reverse, but facts, after all, are what count and are the only sure foundation on which to build or, on the other hand, the dynamite by which to overthrow or destroy that which should be overthrown or destroyed. Facts are the greatest preachers, and are the invincible soldiers in all advancement or reform, that are to be mobilized and sent to the front by the press.

In illustration, attention has recently been called by Herbert W. Baker, of the Pawtucket, R. I., Evening Times, in an address, to the well-known fact that for years the great newspapers of New York City had tried by editorial attacks to break up the discredited tactics of Tammany Hall, but that they only succeeded, recently, by revealing and vigorously exploiting the inner workings of the organization in the news columns, until the people became disgusted with the unworthy practices of the organization and arose in their disgust and patriotic zeal and voted against all Tammany candidates for public position.

The idea that it is unethical for the churches to advertise must have originated at a time when Christians had to meet in caves and other hiding places to worship. It was then unsafe or unhealthy to advertise, and out of this idea very easily may have sprung the idea that it was unethical. The Saviour of the world had an advance agent in John the Baptist, "a voice crying in the wilderness 'repent ye, for the Kingdom of Heaven is at hand'." A star in the Heavens and a host of angels on the plains advertised the advent of the Great Teacher. No secret corner was sought for His baptism, and a dove and an approving voice from Heaven gave signal publicity to the great mission that was to be entered upon. Miracles were worked in public places and the seashore and the mountainside where all could see and hear, were chosen as preaching places.

To advertise all that is helpful, true, holy and saving for humanity is a duty as well as an opportunity for broader service.

* * *

Our typographic brethren and their families in Europe are enduring unprecedented hardships. Fully two-thirds of the employing and employed printers in Germany, France, Austria and Belgium are conscript soldiers. A German printing trade periodical, recently issued, contains a list of the names of three hundred and sixty German printers who have been killed in battle. This is only one among several such lists. The "Members' Circular" of the British Federation of Master Printers has a list of two hundred and two master printers now serving as officers in Lord Kitchener's new army. The London Society of Compositors is represented in that army by over five hundred volunteers. From one printing plant in London, twenty-eight compositors are now in the trenches in France. Doubtless the printers in other cities in Great Britain have responded in like proportions to the call to arms. In all these countries the relief funds of the printers' associations are at their lowest ebb.

No information is at hand as to what steps (if any) are being taken in the several countries engaged in war for the special assistance of printers, except that a request from the Secretary of the Master Printers' Association of France (Union Syndicale des Maitres Imprimeurs de France) has been received by Mr. H. L. Bullen, Librarian, American Type Founders Com-

pany, to invite contributions to a fund now being raised in France for the purpose of giving comfort and assistance to the printers of France and of Belgium now in the trenches or in the hospitals. One feature of this benefaction is providing comfort packages or kits, each of which costs 5 francs ($1.00). Each contribution of $1.00 will be acknowledged in the official periodical of the Master Printers' Association (Bulletin Official de Union Syndicale des Maitres Imprimeurs de France) and the donor will also receive a personal acknowledgment from the printer-soldier who receives the package bought with the dollar. Larger contributions will bring personal acknowledgment from each recipient of a dollar package. The value of this alleviation of hardship, especially to the wounded, afforded by such a gift will be appreciated by all who realize the unprecedented horrors of this terrible war.

The Union Syndicale des Maitres Imprimeurs de France is composed of the larger proportion of the master printers of France. There is no other employing printers' association in France. Remittances should be by postal money order, payable to Mr. Rene Billout, Secretary, 7 Rue Suger, Paris (VI), France.

If information of like character concerning other nations at war is supplied, doubtless the printing trade papers of America will be glad to give the facts publicity.

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The Pope County Times of Glenwood, Minn., has been making capital out of a favorable review published in a recent issue of this magazine. In a neatly displayed single-column advertisement a paragraph from the criticism is reproduced with this introduction:

In a recent issue of the National Printer-Journalist appeared a reproduction of the front page of the Times together with a complimentary write-up which we print below. The article, coming as it does from one of the recognized high authorities on newspaper-making, gives us a pardonable excuse for its reproduction. The critic, O. Byron Copper, is a man who gives praise sparingly and only where deserved. The very nature of his work demands that he be absolutely truthful and just in his criticisms of the various newspapers which come to him.

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The U. S. Government Printing Bill

After stating the amounts of proposed increases in salaries in the Government printing office, the Washington Times recently gave the following brief statements as to the new printing bill before Congress:

"The bill provides that the deputy public printer, the purchasing agent, and the superintendent of documents shall be appointed by the President and confirmed by the Senate. This provision was also contained in the bill as passed by the House. At present the Public Printer is the only Presidential appointee in the Government Printing Office.

"Another section authorizes the Postmaster General to continue to contract for stamped and penalty envelopes.

To Seek Amendment

"It is understood that a strong effort will be made in the Senate to amend the provision so as to prohibit the Postmaster-General from continuing to print individual return cards on stamped envelopes.

"The National Typographical Union, the National Editorial Association, and the United Typothetae, are urging such an amendment.

"These organizations contend that the Government is losing more than one million dollars a year on its contract for the printing and sale of stamped envelopes with individual return cards. This loss is denied by Postmaster-General Burleson, who points out that the stamped envelope business in 1914 showed a gross profit of more than one million dollars, which was available for transportation and other costs of distributing such envelopes.

"The report of the committee as submitted by Senator Fletcher today contains the following statement as to the purpose and scope of the bill:

"The bill proposes a complete revision and codification of the printing laws which have become so obsolete and confused with a multitude of amendments as to make antiquated and uncertain the methods by which the Government conducts its vast printing operations. In no other field of its activities does the Government directly interest more people than through its publications.

"Briefly, the bill undertakes to prescribe definite and business-like rules for the economical and efficient conduct of the Government Printing Office. It also proposes to establish certain reasonable and proper methods for the printing and distributing of publications by Congress and other branches of the Government service. The most important of these changes concerns Congress itself in the proposition to discontinue the present quota plan of allotting documents to members of Congress and substituting therefor a valuation plan whereby members will be able to obtain and distribute such publications of the Government as are of special interest to their respective constituents. This plan received the approval of the Senate in the Sixty-second Congress, and is included in the pending bill practically as agreed upon at that time."

"MADE IN AMERICA" PROSPERITY

R. A. Holmes, a man of broad observation and experience, recently told the Cleveland Advertising Club that American manufacturers should first undertake the conquering of the home market before attempting to win foreign trade. There is not the least question but that vigorous, persistent, informing advertising—exploiting and proving the high quality of American goods and a sensible campaign in hastening the movement in favor of American made goods—would greatly enlarge sales and, in many cases, give home manufacturers all the trade that they could handle, yet there is no good reason why foreign trade should not also be cultivated, not, however, to the neglect of the possibilities of greater home trade, which can be best supplied, made most profitable and most surely be held and relied upon.

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BREVITY OF TRUE POLITICAL AND DOMESTIC SCIENCES

Volumes have been written about domestic economy and political economy, yet all may be expressed in very few words. Square dealing, efficiency in production and economy in distribution cover about all there is to be said that is of real practical value. The knowing of cost, the elimination of waste, the highest possible production and the getting of the products to consumer in the most direct and cheapest or economic ways, are the essential things. Meat is too high because the feed that goes to the producing of meat is too high. The production of thirty or forty bushels of corn to the acre, while with comparatively small added cost in proper fertilizing and cultivation, one hundred bushels an acre can be grown, is an illustration of how the price of corn that is used to add fat and flesh, causes the high prices of meat. And, then, the using of corn when alfalfa for milk produces the desired results, at one-fourth the cost, is another illustration of waste and high prices. The same principles apply to marketing. Common-sense and the intelligent use of more productive or economic methods, would mean reasonable prices and abundance.

Printers as well as farmers should look to and know the why as to costs and thereby eliminate waste and prepare the way for efficiency, profit and permanent success.

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NEWSPAPER READING IN THE PUBLIC SCHOOLS

Boston educators are taking up with a vim, encouragement of newspaper reading in schools. Three important contributions to discussion of the topic have recently been made by representative men in the educational and literary life of the New England metropolis. All speak emphatically in favor of the newspaper as a factor in teaching.

Professor D. L. Sharp, of Boston University, says newspapers cannot be kept away from live children, and ought not to be. William T. Miller, a teacher in the Boston public schools, outlines a regular system for newspaper study in class. Nathaniel C. Fowler, Jr., advises every boy and girl to read daily a good newspaper, under the direction of parent or teacher or both. Mr. Fowler also would make newspaper reading a recognized part of the school curriculum.

These Boston experts have plenty of company in their opinion that reading of good newspapers should be definitely established as a part of school instruction. It is our belief that at no distant day this will be done. —Catskill, N. Y., Mail.

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LIQUOR ADVERTISING

Both Houses of the Alabama Legislature have passed, over the Governor's veto, a bill to prohibit newspapers of the State publishing liquor advertisements and to prevent the circulation in that State of all papers that contain such advertisements. It now remains to be seen whether such a law will be held valid by the courts as coming within the police power to prevent that which is against public morals and tending to the injury of citizens. Nearly all worthy newspapers are now refusing such advertising.

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ITEMS OF THE SCHOOL OF JOURNALISM

New York Evening Post Praises University of Wisconsin Daily

"One of the foremost of its class, serving as a model for student newspapers in smaller or less advanced institutions," is the way in which the New York Evening Post characterized The Daily Cardinal, the student paper at the University of Wisconsin, in a column editorial on that undergraduate newspaper.

"News in every paragraph, but always news about the University of Wisconsin, and always snappily written, this is the evident ideal it has set before it," continues the editorial writer in the Post.

"No 'pink sheet' in Chicago presents athletic results with more vividness and conciseness than characterizes the report of the inter-sorority relay race," he adds, in speaking of one of the news stories in the issue of the Daily Cardinal that he reviews. "In one respect, the report is much superior to many of those in the 'pink sheet.' It is free from sporting slang that some student newspapers have taken over from metropolitan dailies."

"Certainly in appearance its front page is unmistakably that of a wide-awake periodical."

New York Tribune Man to Talk at Wisconsin Meeting.

Richard H. Waldo, advertising adviser of the New York Tribune, is to be one of the principal speakers at the State Conference on Printing and Newspaper Publishing to be held in coöperation with the department of journalism at the University of Wisconsin, in Madison, May 26, 27 and 28. The Wisconsin Press Association, the Wisconsin Daily League, and the Wisconsin Ben Franklin Clubs are to hold their meetings as part of the conference.

Summer Courses in Journalism.

Four courses in journalism will be given by the department of journalism in the summer session at the University of Wisconsin this year. This is the third summer that these courses have been offered. The first year 53 students enrolled; last year there were 87 students, and it is expected that the number will reach at least 100 this summer.

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EDITORS IN CALIFORNIA

Among newspaper men and families in Southern California this winter are Mr. and Mrs. William J. Kline of Amsterdam, New York; Mr. and Mrs. A. W. Glessner and son, Herbert, of Galena, Ill., and Mr. and Mrs. Chas. S. Patterson of New York City.

THE SIERRA PAPER COMPANY

100 South Los Angeles Street, Los Angeles, California.

The Sierra Paper Company is one of the substantial business establishments of Los Angeles. The Company was formed some seven years ago, is incorporated under the laws of the State of California, and handles exclusively the J. W. Butler Paper Company's brands of paper and represents them in the Southern California territory. One of the principal lines of paper handled is the Warren products which are considered standards in the book paper manufacturing world. This line comprises such well known papers as Cameo Plate Book, Lustro Enamel Book, Snowflake Enamel Book, Cumberland Coated Book, Cumberland Super Book, Cumberland Machine Finish Book, Silkote Dull Finish Book, and others of equal merit.

The Company is making a specialty of serving the trade in the quickest and best possible manner, and the effort put into this branch of the business is returning splendid results—the business having increased very materially during the past year, even though conditions throughout the country were other than favorable.

Mr. Fred H. French, a gentleman of long and valuable experience, and in every way fitted for the position, has recently become manager of the Company. He comes from the great house of the J. W. Butler Paper Company of Chicago, that has passed, in its development and growth over a hundred years of successful business and is known everywhere for reliability and efficiency. The service of the Butler Paper Company has been characterized by promptness, by helpfulness and fairness to all customers. An education in the Butler Paper Company has served to make Mr. French usefully familiar with all the merits and adaptations of the broadly famed Butler brands of paper handled by this house, and has served thoroughly to indoctrinate him with the high standards of business integrity and serviceableness that are the true foundations of permanent success and are so vastly important and valuable to customers, who are ever able to feel that back of them and ever at their command is all the knowledge and experience of a house that knows and fully appreciates the importance of paper to serviceable and profitable printed products.

ATTRACTIVE STATIONERY

Same Principles Apply to Newspapers

At a recent meeting of the Los Angeles, California, Women's Advertising Club, a speaker made some telling points as to the importance of the form and dress of business letters in securing attention and results. The same principles apply to all business stationery and to newspapers and the advertising composition, display and arrangement, therein.

The expert in the value of good, tasty, attractive printing, Mr. R. J. Shoemaker, of the American Letter Company, talked wittily, as well as wisely, saying among other good things:

You would not think of making a toilet consisting of a hat of bright scarlet, a gown of purple and shoes or gloves which corresponded with neither; and if you did you would have anything but a harmonious costume, and yet in letter writing people seldom consider the dress, which is really the first thing about a letter to greet the eye. In approaching a concern to sell goods, would the salesman be so lacking in tact as to appear with a disheveled shirt front, a seedy coat and a rumpled collar? If he did he would receive a cold welcome and would sell few goods. A letter should receive even more consideration than does the clothing of the salesman, for the written missive must make its own way and win first solely upon its appearance."

Mr. Shoemaker paid a high tribute to the intuition and the intelligent guidance of those women who have had so much to do with the success of the unsuccessful men in the world of business and declared it his belief that the women engaged in advertising have done and will do more to create confidence in that business than men have been able to do, by reason of the qualities feminine which have guided men in reforming their lives.

* * *

NEW HOME WARMING

A worthy newspaper force is like a big family, each member truly interested in the other and all interested in the fame, well-being, prosperity and growth of the paper. When the time has been reached, through the efforts of all, that a new, better and larger home is provided, it is fitting that all should unite in an occasion of rejoicing and mutual felicitation, with a revival of the memories of the struggles and accomplishments of the past. Such a happy period having been reached in the history of the Detroit Times, General Manager Schermerhorn, with all the kindliness and thoughtfulness of a generous and solicitous father, called the family together for appropriate feasting and rejoicings.

The story of the new house warming is well told, in part, as follows, and contains much that is rich in suggestions to all newspaper makers:

The affair was typical of the new era of prosperity upon which The Times has recently entered after a game fight of more than fourteen years against heavy odds.

The feast itself was bountiful, and the after-dinner talks by the publisher, the various editors, and reporters and representatives of every department of the paper, reflected the spirit of loyalty and hearty cooperation that has been an important factor in the ultimate success of the enterprise.

James Schermerhorn, General Manager, who closed the speaking program in his happiest manner, gave his co-workers full credit for the part they had played.

"After all, you are the story," he said. "To your loyal support our success is due in large measure. It has been a long time in coming, perhaps, and you have had to put up with many inconveniences, but your confidence remained unshaken, and your hope for a brighter day never wavered."

CONVENTION PROGRAM OF THE NATIONAL EDITORIAL ASSOCIATION

JUNE 29 TO JULY 8

Meet in Normal Hall, Los Angeles, Tuesday, June 29, 1915

Invocation.
Address of Welcome—Mayor of City of Los Angeles.
Address in Behalf of Los Angeles Chamber of Commerce.
Address of Welcome on Behalf of State—Gov. Hiram Johnson.
Address on Behalf of School of Journalism of University of Southern California—Professor B. O. Bliven.
Address of Welcome on Behalf of California Press—J. P. Baumgartner and President Richardson.
Response on Behalf of National Editorial Association.
President's Annual Address—G. E. Hosmer, Denver, Colo.
Appointment of Convention Committees.
Report of Advertising Bureau Committee.
Discussion.
Report of Convention Publicity Committee.
Editing "Women," by the Editor Woman's Page of the Chicago Herald—Mrs. Newell.
Discussion.
Congress and the Newspapers—Hon. Henry Barnhart, M. C., and Editor, South Bend, Ind.
Report of the Legislative Committee—Sheridan Ploughe, Secretary, Legislative Committee.
Discussion.
A State Editorial Association that declares Cash Dividends to Its Members—Alva A. Swain, Secretary, Colorado Editorial Association.
Discussion.
Standard Advertised Remedies—Ervin F. Kemp, Editor Standard Remedies, Chicago.
Discussion.
How to get and Hold County Circulation for the County-Seat Newspaper—H. J. Blanton, Paris, Mo.; Jens K. Grondahl, Red Wing, Minn.
Discussion.
Getting the National Advertiser into the Country Press—John Lee Mahin, President Mahin's Advertising Agency, Chicago.
Discussion.
How to Get and Hold Advertising—Fred E. Hadley, Editor Enterprise, Winnebago, Minn.
The Relation of the Schools of Journalism to the Newspapers—Hon. Frank L. Martin, School of Journalism, University of Missouri.
The Editorial Page—Herbert Cavenness, Editor Chanute, Kansas, Tribune.
Syndicate Advertising—Mr. O'Flaherty, New York.
Report of Committee on Constitution and By-Laws.

The above program is subject to slight changes, and there will be two or three additions to it for the meeting at Los Angeles.

A business session of the Association will be held at the Fair Grounds at San Francisco on July 7th.

The final session of the 30th annual meeting will probably be held in Sacramento during the two days' stay in that city.

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PRACTICAL ADVERTISING TALK

E. H. Burritt, of a large Leroy, N. Y., store, recently gave an especially valuable and instructive talk before the Western New York Newspaper Publishers' Association. He established the fact—speaking from large experience and observation and giving convincing incidents, that the future success of home merchants will be determined by the grasping the ideas of the importance of the right kind of advertising in available home papers. He said in part:—

Those who appreciate the value of advertising that rings true have been pleased with the nation-wide effort that is being made to stamp out untruthful advertising. If you tell a customer over your counter the absolute truth year after year he has confidence in you and will stand by you with his patronage. This holds good in your advertising as well, and the community will read your copy as a matter of education as well as interest, to the end that they will be better buyers on account of the truthful information found week after week. If there is ever any doubt, give the public the benefit. In doing this, year after year, you will unconsciously build a reputation that will stand greater financial stress than a reserve bank account.

The spasmodic advertiser becomes quickly discouraged and will tell you that newspaper advertising does not pay. The hardest rock in a stone quarry is not broken by a few mighty and rapid strokes, but yields only after a continuous and steady stroke by the patient worker. The same principle holds good in advertising. The man who does thorough and continous advertising, week after week and year after year, will win. This does not, necessarily, mean that he will always use the same size space, but that he will have something interesting for his customers 52 weeks during the year.

Much advertising space is wasted through lack of vital knowledge about the thing you are trying to advertise. "Know your goods" is an old but very important truth. The advertiser very frequently makes the mistake of trying to make flowery language hide his ignorance of the thing he is trying to sell. After thoroughly knowing his goods he should condense his thoughts as much as possible, making each statement clear beyond a doubt.

Great help can be found by the close study of some of the best mail order catalogs, in which the description is so clear that you can almost see and feel the quality of the merchandise offered.

The electros have their place in newspaper advertising, but they are most frequently used to one extreme or the other, too few or too many, too large or too small, for the copy. The editor or manager who knows his business can give many helpful suggestions along this line.

We believe that many owners of home papers make a grave mistake by putting so much time and effort into trying to sell the merchant extra large space during the holiday season. This is the time when the patient does not need a large dose. Try and give it to him when business is dull and trade conditions are slow. He will then realize much more on his investment.

A much closer coöperation between the merchant and editor would be of great benefit to both. The quality of advertising that appears in a paper has much to do with its influence and success as well as its real worth to the advertiser. The time will doubtless come through this close coöperation that practically all of the available advertising space in country newspapers will be used by local advertisers: The merchants and the farm-

ers of the community. Our interests are so interwoven that the closer we coöperate the better the results will be for all.

Briefly, we have been thinking of the necessity of advertising in the country press, of change of copy, avoiding jokes or sensationalism, truthfulness, spasmodic advertising, waste of space through lack of "knowing your goods," clearness and conciseness, use of electros, coöperation between the editor and advertiser.

There is one other very important step that must be taken in order to get the most out of advertising in the local paper. It is that of window and store trimming. These should be carefully planned, so as to pull with the advertising at the same time that the copy gets into the hands of the prospective customer.

AS GUTENBERG MIGHT HAVE WRIT

Earl H. Emmons

Well, at last it is done. I am successful and have invented type, but when I stop and think of what I have done and the trouble and complications which will arise in future as a result of this act, I don't know whether to be glad I did it or go out in the alley and kick myself.

Heretofore the gentle art has been accomplished by the process known as block printing, which consists of cutting the letters into a wooden block the same as boys carve their initials on a barn door and from these blocks the impression is taken. A very good system in its way, but full of drawbacks. Whenever a customer thinks a bid is too high he does not go to another printer for an estimate. He goes to the woods with an ax and cuts down a tree from which he makes some blocks and with an old jack-knife and a can of tar can equip an ideal shop.

This has a depressing effect on the condition of trade and tends to fill the craft with gloom and regret and profanity, but now all this is to be changed by my invention, and while there will be just as much gloom and regret attached to the business and probably more profanity than before, yet there is one consolation. An office equipment such as mine cannot be gotten together for fifteen or twenty cents and this thing of every man being his own printer with an office in his bedroom is going to receive somewhat of a shock.

Of course, I cannot claim all the credit for the idea, as that slope-eyed Celestial blacksmith who invented clay type had the idea first, but it is practically as easy to fit up a shop when all you need is a handful of mud and an oven as it was to get a board and an old pocket knife, so after all, I am the first to put the business on a modern and paying basis.

Although I have invented the real movable type, all is not yet easy sailing by a good deal. Capital does not seem to be making any wild and undignified rushes to back my scheme and in fact, many with whom I have talked say the plan is too elaborate and radical and not practical, while on the other hand, I have to sit on my ideas all night to keep others from breaking in and stealing them.

Sometimes I feel discouraged over this state of affairs, but I realize that no invention of note has yet been put before the trade at which the calamity howlers and stand-patters did not hoot and jeer and say the inventor was trying to get ahead of the times.

I get a few old jobs occasionally, but these are mostly of a nature which can be done by the block system so I have not yet tried the new plan on any of my customers. Besides I need a couple more fonts before I can handle any ordinary piece of work and at the present price of metal and with the overhead expense I have it is no easy matter to secure new material. Yet I do not grieve or repine, as this has always been the unfortunate lot of the printer and perhaps always will be.

Last month I got an order from a smooth fellow who wanted five hundred advertising circulars printed for free distribution and although I realized the order was enormous, thought I would tackle the job rather than let the place remain idle, so made quite a low bid, which was accepted, and I began the composition. The fellow was in a great hurry and came in every few days to see how the work was progressing, and finally I got the blocks made and ran off a hundred impressions, which my customer took with him for immediate use, saying he would return for the others later, and then pay for all. I let him have the hundred copies and then finished the presswork on the remainder of the job, but my customer did not return and I have just learned that he jumped his board bill and left for parts unknown.

Such is the life of those who adopt the printing trade as a means of livelihood and I sometimes wish I had not started the business.

At last fortune smiles upon the humble printer. I have just negotiated with John Fust, the money-lender, for a loan of eight hundred guilders with which to purchase tools for type-making, he to take a mortgage on my equipment for the loan.

This makes possible a real start and I have had the tools made and now am casting up several fonts of type preparatory to beginning on a big book printing job which I recently secured. In making my bid, however, I see that the estimate was considerably lower than

it should have been, I being so overjoyed with my good fortune that in figuring up the cost of production neglected to include a sufficient amount for labor, stock, deterioration or overhead expenses and I am afraid I shall lose money, but my customer said he had received a certain bid from a block printer, which was a good deal lower than mine, so I had to come down or lose the job, and in these dull times it does not pay to remain idle.

There was a fellow came into the shop today with a smooth line of talk who wanted to sell me what he called a cost system. He claimed to be an efficiency expert and wanted me to pay him a large sum of money for pushing my equipment around the way he wanted it and telling me how to run the business, but as I did not care to establish any precedent in things of this kind, I would have nothing to do with the plan.

It seems the printer is considered the natural prey for a number of fakers who are always touring the country with schemes for beating us out of our hard-earned money, and as I shall be cited as an example and a leader in the industry with the following generations investigating my record I cannot be too careful in the way I manage the business.

At present I still am very busy casting up type and expect to have a sufficient quantity to begin composition on the book job inside of a short time. My plan is working out wonderfully and is sure to be a great success, but I wish I had been able to get a little better price for the job.

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TIPS FROM THE COMP. ROOM

By Earl H. Emmons

Always hold a long story until about five minutes before quitting time. It is so funny to see the operators try to pull out in time to catch their cars.

If in doubt about a technical point in your copy, do not bother about looking it up; the operator or proofreader can do so just as well.

If the copy looks like a hen had stepped in the ink and walked over the paper, do not attempt to rewrite it. The guys up stairs can figure it out.

Never waste time filling in a skeleton wire. The machine man can do it himself.

Just shoot your dope up any way you like and let the operator straighten it out. Remember, he is merely a tradesman whose time is not worth more than about 65 cents an hour, while you pull down fifteen beans per week and a twelve hour shift.

Do not worry. If a bunch of your errors get in they will all be blamed on the proofreader anyway.

Everything you write should go on page one with scare heads. If the printers do not put it there you just come right up and tell them where to head in at.

Although men of the lowly prints were putting out good sheets before you were born, remember you know much more about the business than such low-bred individuals possibly could.

Never try to rewrite a bad piece of correspondence. Let the operator decipher it. You get your space rates just the same.

If your labors tire you, leave off chasing the elusive item and send up a bundle of reprint dope. Solid five point is best. It is so restful for the eyes.

Besides being a roaring good joke on everyone else in the building, it is your Christian duty to try to stick the rag a few minutes every day.

When a proof is sent down to you, do not fail to put in several long inserts, always placing them at the beginning of a long paragraph. It is so comical to see the operator run it over.

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TRADE NOTES

The Jaenecke Printing Ink Company of Newark, N. J., has issued a new catalogue, or specimen book, of printing inks. No great amount of special care was taken in printing the sheets and consequently the uniformity of excellence shown by the specimens will be discovered upon the actual use of the product of this old and reliable company.

To have manufactured and sold printing and lithographing inks for nearly three-quarters of a century this firm must, of necessity, have always produced an article of more than ordinary merit. In a field where commercial strife is known for its fierceness and in which insidious influences of almost unmentionable character are constantly at work, the continuous sale of a product of the most unimpeachable grade could not be called easy, but the persistent purpose "to maintain the highest standard of uniformity and excellence" has brought a deserved reward. In a statement by the company, it is their constant effort "to preserve the reputation which Jaenecke's inks have established for themselves throughout the world."

Present users of their inks are the best judges of the extent of success which the Jaenecke Company is having in the direction indicated.

DAKOTANS HELD BUSY CONVENTION

The recent meeting of the North Dakota Press Association in Fargo was one of the most successful in the history of the organization. The discussion of papers was entered upon enthusiastically.

"Transient Advertising" was the subject treated by A. O. Olson of New Rockford, who took the ground that all legitimate advertising should be accepted by the publishers.

"Proper Bookkeeping for a Country Newspaper and Printing Office Economics," a paper written by W. M. Shaw of the Sheldon Progress and read in Mr. Shaw's absence by Grant Hagar of the Grafton Record, brought out an exhaustive discussion led by W. T. Johnson of St. Paul and W. C. MacFadden, secretary of the North Dakota Bankers' Association.

A free-for-all discussion on, "Supplements, Legal Advertising and Laws Relating to Publicity," lasted for over an hour and brought out many points.

The association adopted a resolution calling upon the state's representatives in Congress to protest against the renewal of envelope printing contracts on the present basis, charging that the Government had stepped in and taken away from the country publishers a part of their business without benefit to itself.

The banquet was held in the Commercial Club rooms with J. P. Hardy as toastmaster. A bright feature of the program was the singing of Norman D. Black, general manager of the Fargo Courier-News.

Officers were elected as follows: President, Edgar L. Richter, Larimore Pioneer; first vice-president, Robert J. Hughes Wahpeton Globe-Gazette; second vice-president, John T. Charmley, Mott Spotlight; third vice-president, George A. Montieth, Finley Beacon; secretary, W. H. Francis, Velva Journal; treasurer, J. B. Howard, McHenry Tribune; executive committee, J. H. McGarry, Alexander Chronicle, chairman; H. B. Knappen, Bismarck Palladium; M. I. Folkner, Langdon Republican.

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THE AMERICAN INSTITUTE OF GRAPHIC ARTS

Hy. Mayer, contributing editor of "Puck," and Charles Dana Gibson, America's foremost illustrator, led a discussion on "Illustrations" at the monthly meeting of the American Institute of Graphic Arts, at the National Arts Club, New York, the evening of February 19th.

Mr. Mayer, during his twenty-eight years as an illustrator, has developed a belief that the "man behind the line" is of real importance and not the line behind the man; in other words, the illustrator should express himself and not attempt merely to develop skill. If an artist becomes too skilful there is mostly skill and little art. Illustrations should retain a certain amateurishness. The artist should not draw as the public wants him to draw but in his own way.

Mr. Gibson admitted that he was "dangerously close" to the magazines. He suggested that illustrators should not live in the picture galleries but should draw inspiration from natural surroundings and live in the life about them. He compared an artist who depended for inspiration entirely upon the works of others to a hen eating omelets. The dominant note in Mr. Gibson's talk was that illustrators in their work should be natural.

Orson Lowell, whose illustrations in "Life" and other publications are widely known, in opening his talk referred to the early days when he and Hy. Mayer sold drawings for fifty cents apiece. He pointed out a fact he had learned in his experience which indicates a distinct difference between the illustration of stories in the magazines and cartooning. The illustrations of a story should arouse the interest of the reader and lead him along but should not tell the story itself. The cartoon, however, must tell the whole story.

Henry Lewis Johnson, deprecating the use of so much coloring in present-day illustration and printing, told of a Boston printer's business card which contained the phrase, "We also print in red." He ventured the assertion that there are no generally accepted standards in printing that can be used as a guide by the learner, and hoped that the Institute would develop needed authoritative standards. He referred to the success of the Society of Printers of Boston and suggested that when that Society visits New York in May the Institute arrange to meet with the Boston organization. Plans to that effect are likely to be carried out.

Howard Giles, artist, and John J. Petit, architect, also took part in the discussion.

As is customary at the Institute's monthly meetings, there was an appropriate exhibit arranged around the walls of the dining-room. Included in the original drawings shown was the work of Coll, Berger, Keller, Foster, Pegram, and Jessie Wilcox Smith.

In connection with the dinner of the Institute March 26th at the National Arts Club, there will be an exhibit of posters and the subject will be discussed by H. L. Sparks, Arthur Wiener, Robert Frothingham, and others.

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KANSAS EDITORS MEET

The recent Topeka Convention of the Kansas Editorial Association was considered by many of those present as the most successful meeting of the organization. There was a large number of editors present and the sessions were snappy and of unusual interest to the members.

New officers were elected as follows: President, J. L. Napier, Newton, Kansas; vice-president, W. C. Markham, Baldwin Ledger; secretary, C. W. Little, Alma Enterprise; treasurer, J. Byron Cain, Belle Plaine News.

✕ ✕ ✕

WHERE IGNORANCE IS BLISS

"Why, all this type seems to be made of lead," said the visitor at the printing office.

"Sure," replied the print, "all type is made of lead."

"Then," shot back the visitor triumphantly, "what do people mean by 'tintype?'"

The New Journalism

An Address by Herbert F. Gunnison before the New Jersey Press Association

I HAVE made bold to select for my subject, "The New Journalism." Whitelaw Reid once said that the conduct of newspapers changed every ten years. You are familiar with the old style of newspapers which were political organs with editors whose names were as well known as the papers.

In 1880 began the type of independent newspapers and impersonal journalism. With the web press and wood pulp paper came papers with larger circulations and with increased importance of the publisher. The Linotype lessened cost of composition and increased the size of papers and merchants and advertisers woke up to the great advantages of newspaper advertising.

In 1890 we had perfected machinery, photo-engraving and the sensational and yellow newspapers.

In 1900 we came to the big Sunday newspapers and the colored comic sections and the beginning of jingo journalism. The Spanish American War was one of the results. In 1910 we reached a period of great volume of advertising, also feature stuff and human interest stories, and the increased determination on the part of some papers to run the universe.

Assistant Manager Martin of the Associated Press recently said, "the so-called human-interest story has been responsible for more of the sins of the American press than any other single factor."

The war is having a sobering and economic effect upon newspapers as well as upon everything else. There are to be some realinements.

In my opinion the next change in the conduct of newspapers is to be along the line of constructive and conservative journalism. Papers are to be more carefully edited and more attention given to facts and less to fiction. Instead of a daily diet of snarl and sneer, we will boost and build. We will see more of good in our public officials and less of evil in our corporations. He will give knock-down blows when necessary and we will fight corruption and fraud in public and private life, but we will avoid perpetual nagging.

The journalism of the next decade will be sane, sober and sincere; sane as opposed to silly; sober as opposed to sensational; sincere as opposed to selfish. There will be more newspapers for discriminating readers and fewer catch-penny sheets. The newspaper of tomorrow will aim to be sound as well as to resound; it will be a newspaper of sense, but not of sensation, devoted to service, but not cringing servility. There will be a marked discrimination between real newspapers and mere advertising sheets. The newspapers will be better printed and greater attention given to typographical appearance. The size of the pages will be smaller rather than larger. All this will be brought about—first, by better trained newspaper men. The thirty-five schools of journalism in our colleges teaching the ethics of journalism will help, and second, because the public will not long stand for much of the present-day journalism. There is to be a new order of things. The President of the United States has indicated the change. When prosperity returns all great forces will combine to help to advance all interests of the nation. There will be a return to strong editorials, not necessarily long but illuminating and convincing; comments as the result of study and investigation and without prejudice or passion. There will be so much news that the editors must condense and summarize for the benefit of the average reader. And there will also be a greater service to the public in the way of information and education apart from the newspaper pages. Greater power will be given to the editor. At the annual meetings of the Associated Press about three hours are given to the deliberation of questions effecting news and editorial policies, but three days are given by the publishers in discussing the business and advertising problems.

One of our mistakes has been in giving too great prominence to more circulation. It has been the idol we have worshipped. Most of the foolish and reprehensible things we have done in the way of criticism, fault-finding and muck-raking have been done for circulation purposes. The public is on to the game. We have too often cried "wolf, wolf" when there has been no wolf. The public also is beginning to see through these alleged philanthropic appeals and spasms of virtue given in the interest of circulation and more advertising.

We had a subway accident recently and some papers would have the officials of the company sent to Sing Sing. The public knows full well that the safest place in the world has been in the subways in New York and the loss of life has been infinitesimal and in this particular case no one was to blame. That lessons will be learned from that accident is apparent and may well be featured by the newspapers.

It is unfair and unwise to make the advertiser pay all the cost and profit. Newspapers cannot commit commercial sins and escape commercial penalties. The public does not demand a free paper. It is willing to pay a fair price for a newspaper and the more it pays the more it values the article.

The Federal law which requires daily newspapers to give circulation statements and to publish the names of its debtors is discriminating and unfair and can serve no good purpose. It cannot harm the strong papers but may injure the weak. The number of papers printed does not indicate the value and worth of a newspaper either to its readers or its advertisers.

Nowhere is there so great a rivalry as among newspapers. In no other business is there such absurd business methods. I do not dwell on cut-rate practises and special privileges. These things right themselves when the advertisers learn of the pernicious practices. I refer especially to the way in which one paper will make comparisons with other papers and give records of circulations and advertising lines. The advertiser soon distrusts all newspapers he hears so much said against them.

We are doing quite enough when we tell of the merits of our own paper. Often when we tell of the demerits of our neighbor we are trying to hide our own weakness. The papers have suffered from the influence of some agents and some ad writers. There are many honest and worthy men who have been of great help to our business, but there are men who will sell out their employer for theatre tickets or other forms of petty or big graft but as the merchant and manufacturer learns more about the advertising end of their business, this evil will be remedied.

Again, please note that with the next decade we will find improvement in our business methods.

Greater accuracy in reporting.

More careful study of all public questions.

Editorial comment based on study, research and sound judgment.

More respect for the common-sense and intelligence of the public.

FROM TREE TO NEWSPAPER IN TWO HOURS AND TWENTY-FIVE MINUTES

At a wood pulp and paper manufactory at a small town in Austria, the question was asked: "In how short a time can you turn a tree into a newspaper?"

The answer was given by actual trial. A notary public and other witnesses were called, and at exactly seven-thirty-five o'clock in the morning operations were begun in a forest near the factory by felling three trees. These were stripped, cut into pieces, and reduced to pulp by mechanical means. The pulp was thrown into a tub and mixed with the ingredients required to turn it into paper. The paste thus formed was passed through the rolling machine, and at nine-thirty-four o'clock—one hour and fifty-nine minutes after the felling of the trees—the first sheet of paper issued from the machine.

The paper was hurried to a printing house more than two miles away, where the type had already been set, and at ten o'clock, two hours and twenty-five minutes from the beginning of the experiment in the forest, a printed newspaper was turned out from the press.

* * *

GOING INTO BUSINESS

By John J. Fisher, Hopkinton, Mass.

The printing business and trades allied to it is constantly undergoing the severest scrutiny. Masters are continually, shamefacedly confessing the reasons why they have acquired no wealth after years of application—years of earnest endeavor—because of their taciturn ignorance of elemental laws of business.

The printer has tried to be content with the accumulation of a modest profit, a modest bank account and one extra suit for Sunday, or in some cases a clean shirt and collar and a little extra shoe polish—for trade is still in an embryonic state.

Even admitting that his efforts have brought him more than a "good living" with a plant of ten or a dozen men, and much to worry about, he cannot show a real profit until everything is collected. Investigations have discovered why so many hard workers with good brains fail to retire wealthy.

The business offers opportunities for workmen to become employers, and in some cases a number of these have been recruited from the ranks and file. This is of course a desirable condition, but there are certain disadvantages connected with it.

The man who has courage to start up in business for himself, either is a very skilled workman or has the faculty for handling men. To acquire either he has been compelled to apply himself to consistent study. Often he is perplexed by financial shortage, a something which is hard to offset—and develops only a maze of difficulties. If at a critical moment he desires to obtain credit, the bankers fail to weigh him seriously. The cash box protector often stills the life of an ambitious and brainy man. Or on the other hand, they may admire the pluck and energy of the harassed one and handle his desire only to dash him down, because he doesn't meet their standards as a business man.

Can even a partial remedy offset such a situation, yes, for a man's past performance is either an asset or it is not.

Many have failed because they were by temperament unfitted for a business life—but many more have been wrecked because they had not possessed a few cautionable qualities—a little at a time—a baby must learn to walk before it can run. Thus with business development—a small portion at a time.

Experience, the severest of schoolmasters, must lead us along by the nose. The journeyman who wishes to enter business, must cast his ship off in the dark—he will only have the experience of others and must escape or avoid the pitfalls and traps which ensnared them.

After all, success is built on a foundation of failures.

* * *

PAPER HOUSE OPENS ADVERTISING EXHIBIT ROOM

The J. W. Butler Paper Company of Chicago, whose erudite advertising manager, Mr. E. A. Julius, is nothing if not resourceful, has opened a permanent Advertising Exhibit Room. Elaborately conceived and beautifully printed invitations were issued last month with enclosure of signed pass-cards. The illustration was run in tan and gray on a hard finish ribbed deckle edged stock.

The exhibit includes a most striking display of examples of printed matter from nearly every state in the Union and also an instructive exhibit of paper-making to show what constitutes paper quality and the adaptability thereof to practical uses.

The hope and purpose of the originator is that the exhibit shall be used for the enlightenment and assistance of those interested in making a more intelligent use of paper for particular purposes.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

For the convenience of customers in Chicago and the Central West, the Miller Saw Trimmer Company has supplied its Chicago office with a complete line of saw-trimmer parts.

ADS FILL CHURCH PEWS

"Are You Game? We Dare You to Come," Macon Notice Reads—The Presbyterian Congregation Appealed to the Readers to Attend the Prayer Meeting Services and Got Response.

Macon, Mo., March 4.—An innovation was adopted here by one of the churches this week and it brought results. It was a display advertisement for a prayer meeting, inserted at regular space rates.

As a direct result of the advertising the mid-week prayer meeting service at the Presbyterian Church was attended by a crowd that packed the building last night.

The writer of the "ad" was W. J. Ward, secretary of the Macon Merchants' Association. At the meeting he spoke on the subject of "Publicity as an Aid to the Church," and advocated the regular insertion of paid advertisements in the newspapers calling attention to church services in preference to handbills and placards.

Mr. Ward's prayer meeting advertisement was worded as follows:

Are You Game?

If you are one of those game fellows who will "try anything once," we dare you to come to the prayer meeting service at the Presbyterian Church tomorrow night.

One fellow said to the parson the other day: "A year ago I told one of your members who asked me to come to prayer meeting that the idea of spending an hour in the company of a preacher, three or four long-faced elders and a dozen old women held no attraction for me, but I want to tell you that after attending the prayer meeting services for the last few months, and especially the last one, and enjoying the spiritual uplift that came from mingling with that red-blooded bunch of ninety-six people, I have concluded that prayer meeting beats pool and pinochle all hollow."

If you prefer some other church, go there, but "be game" and go to one of the mid-week church services in Macon tomorrow night.

If you happen to be a tightwad, it may interest you to know that this is one of the church services where they don't pass the hat.—Publicity Committee, Macon Presbyterian Church.

Mr. Ward said: "I believe the Church is treading on solid ground when it adopts newspaper advertising as an aid to its work. I don't mean simply announcements under the head of church news, or the spasmodic use of half a page for some evangelistic services, but as a week in and week out proposition. The display "ad," paid for like other ads, will bring results, and the Church can afford to do it. There's no indelicacy, no want of sacredness about it; it is simply a use of the best means known to reach the people and to invite them to our services. Every person, high or low, reads the newspaper. Through it is the only possible way of reaching everybody. I am satisfied it is the thing to do, and I believe interest and better attendance will be developed by it."—Kansas City Star.

FAVOR GOOD GOVERNMENT—OPPOSE INCREASED POSTAL RATE

Secretary of State Hugo was the guest of honor at the annual dinner of the New York Associated Dailies. Mr. Hugo was loudly applauded when in the course of his address he said that "the present administration purposes to live up to every pledge made in the last campaign, for the people are entitled to decent, clean, efficient administration of public affairs.

Following the dinner the following officers were elected for the next year: President, A. C. Deuel of the Niagara Falls Gazette; vice-president, F. E. Gannett of the Elmira Star-Gazette; secretary-treasurer, Gardiner Kline of the Amsterdam Recorder. A resolution protesting against the proposed increase of second-class mail matter from one to two cents a pound was adopted unanimously.—(Schenectady Union Star.)

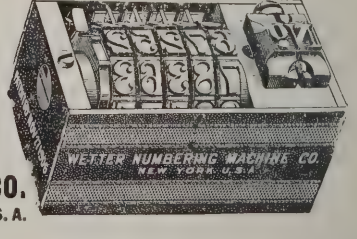
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment.

No 12356
FACSIMILE IMPRESSION

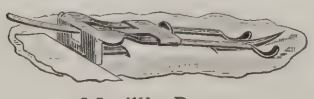
BUY ONE NOW



Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan
Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

WANTED—32x46 HOE SIX QUARTO DRUM; also Cottrell. Wanner Machinery Co., 703 S. Dearborn St., Chicago, Ill.

FOR SALE—ONE HARRIS TWO-COLOR PRINTING PRESS. Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months; practically new. An exceptional bargain. Address 82, National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

NEWSPAPERS FOR SALE—Your newspaper plant can be sold at full price if field is good. Avoid profitless correspondence with unprepared buyers. We have a list of ready buyers that know what they want with the means to act promptly. Forty years' acquaintance with the trade. Wanner Machinery Co., 703 S. Dearborn St., Chicago, Ill.

POSTER STAMPS—The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid. STANDARD PUBLICITY SERVICE, 721 Perry Bldg., Philadelphia, Pa.

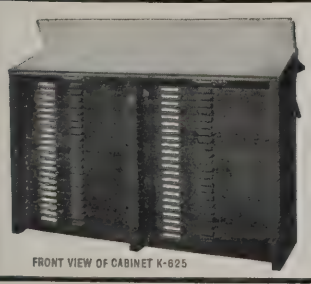
TRIAL SUBSCRIPTIONS AND WANT-ADS easy to get by coin card. Samples and plans FREE to every publisher. Hemphill-Stehlin Co., Mfgs., Indianapolis, Ind.

Southern Trust & Savings Bank
San Diego, California

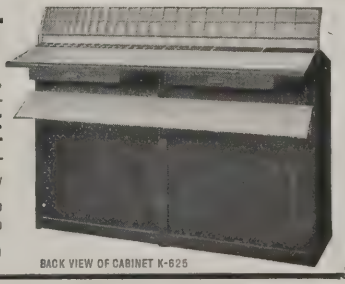
JMB
CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N DAK.

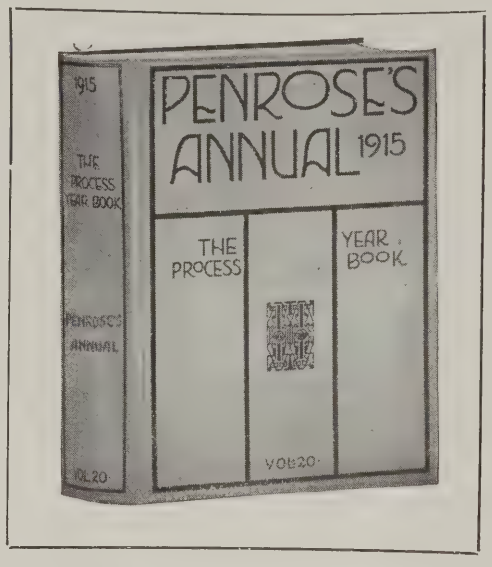
ENGRAVED Cards & Wedding Invitations
OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

Printer's Account Book
A TIME AND MONEY SAVER
200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches
NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.


FRONT VIEW OF CABINET K-625

KEYSTONE STEEL EQUIPMENT
For Composing Room, Press Room and Bindery; consisting of Cabinets, Ad Frames, Case Stands, Linotype Dumps, Imposing Frames and Surfaces; Correcting and Storage Frames; Assembling, Make-up and Stripping Tables; Galley Transfer and Self-Dumping Trucks, etc., and it LASTS A LIFETIME
This Steel Furniture was Originated, Designed and Made for Your Special Needs by
KEYSTONE TYPE FOUNDRY Philadelphia, New York, Chicago Detroit, Atlanta, San Francisco
For Detailed Information and Catalogue, Address House Nearest to Your Location


BACK VIEW OF CABINET K-625



A Wonderful Collection of Examples of Artistic Printing and Reproduction Methods Of Today

$3.00

EXPRESS PREPAID
CAREFULLY PACKED

PENROSE'S PROCESS YEAR BOOK

Vol. XX: 1914-1915

A complete review of the progress of graphic arts during the year. With 7 photogravures; 4 litho off-set prints; 12 multi-color plates; 16 three-color prints; 18 two-color prints; 32 halftones and numerous examples of various methods of line and tone engraving.

160 Pages of Interesting Articles
on Engraving, Designing, Printing,
Advertising and Publishing Subjects.

Edition Limited: Get Your Copy Today.

TENNANT AND WARD

American Agents

103 PARK AVENUE, NEW YORK

INTERTYPE

BUSINESS CONTINUES

During the friendly receivership under which this Company is now operating, pending reorganization, our machine and supplies business continues as usual. Statements to the contrary are absolutely false.

Model A

Modernized Single Magazine Composing Machine

$2150

Model B

Simplified Multiple Magazine Composing Machine

$2750

IMMEDIATE DELIVERIES

Guaranteed Rebuilt Machines

$1700 and $2300

Two injunctions which our competitor is advertising so extensively DO NOT prohibit the manufacture of Intertype Machines.

They DO NOT affect Intertype users in any way whatever.

They refer only to FOUR DETAIL DEVICES that are NOT of basic importance.

We discarded one of these devices as worthless MORE THAN A YEAR AGO.

To change one of the others so that it clears ALL existing patents required about as much thought and work as is involved in patching an automobile tire.

The other two are of little more importance—a two-letter device in the first elevator and a detail connected with the removal of magazines from the rear—and both have already been superseded by SUPERIOR devices that are absolutely clear of all patents.

Machines with these new devices now being shipped; users and employes claim new devices are great improvements, making the INTERTYPE the most satisfactory composing machine in the world.

INTERNATIONAL TYPESETTING MACHINE CO.

CHICAGO AGENCY

Rand-McNally Building

C. D. Montgomery, Manager

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

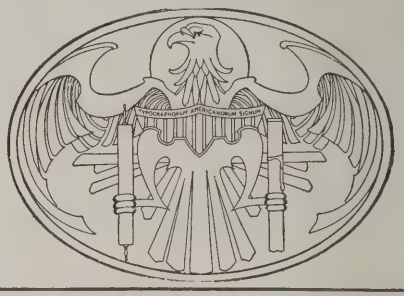
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need The American Printer. We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

BUTLER·BRANDS
PAPER
·THE BEST·

Representative Group from
The Butler Sales Organization

What concentration has done for YOU in National Bank Bond

The fact that a paper has been made in the same mill by the same paper-makers for twenty-five years, is quite significant in itself, but it is the strength and scope of the sales organization back of National Bank Bond that is responsible for the super value that it represents.

You know that a selling force of several hundred men, radiating from well distributed points throughout the United States, is a factor which has considerable bearing on the producing end of any business. This fact alone should cause you to carefully consider National Bank Bond, the nationally known paper—a "Butler Brand."

Many wonder why National Bank Bond has such pure bright color, and when held to the light, shows such uniform formation. The reasons are: First, nothing but clean, sorted rags are selected. Second, in the making, the pulp does not touch iron from the time it reaches the drainer until it goes on the screen. The mammoth paper machines are equipped with accurate speed controls day and night so that there is hardly a perceptible variation in the finished paper from month to month unless it is for improvement.

National Bank Bond is very moderate in price, but is used as their highest quality by many leading printers and lithographers, and is always carried in stock by them. The white and five attractive tints with Envelopes to match afford ample range to take care of most requirements.

A novel Specimen Folder has just been prepared for your examination. Shall we send it?

THIS IS THE BUTLER LINE OF BOND PAPERS
"A Bond for Every Purpose—A Purpose for Every Bond"

Royal Crown Bond	Register Bond	American Trust Bond	Manuscript Bond	Fiberspun Bond
Brother Jonathan Bond	Policy Bond	Popular Bond	Monroe Linen	Teutonic Parchment
Ambassador Bond	National Bank Bond	Voucher Bond	Cobweb Bond	Multicopy Bond

J·W·Butler Paper Company

ESTABLISHED 1844

Chicago

Distributors of "Butler Brands"

Standard Paper Co.	Milwaukee, Wis.
Missouri-Interstate Paper Co.	Kansas City, Mo.
Mississippi Valley Paper Co.	St. Louis, Mo.
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
Commercial Paper Co.	New York City
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, British Col.
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	Monterey, Mexico
National Paper & Type Co.	Guadalajara, Mexico

"Johnsonized and Satisfaction-ized"

A play on words, but it best expresses our desire and ambition to have the two terms synonymous. We have often said that we are not satisfied until our customer is satisfied.

We have been specializing on Printing Machinery for close to twenty years, and try to be of service to our customers, not only in furnishing them thoroughly rebuilt Printing Machinery, but also by giving them the benefit of our experience in selecting the best machine for their respective offices.

We are giving a few extracts from letters received from users of "JOHNSONIZED MACHINERY". They better explain the way we want every customer of ours to feel.

FROM THE CARROLL (IOWA) HERALD

February 19th, 1915

"I wish to assure you that I am perfectly satisfied with the (JOHNSONIZED TWO REVOLUTION COTTRELL) Press I got from you a year ago. The Press is as good as new and I have not spent a dollar on it for repairs in the last year. It runs as smoothly and does as good work as any new press I ever saw".

J. B. HUNGERFORD,
Editor and Publisher.

FROM THE JAMESTOWN (N. D.) ALERT

December 5th, 1914

"The (JOHNSONIZED TWO REVOLUTION HOE) Press is running smoothly and printing the paper in good shape".

ALERT PUBLISHING CO.
(This Press purchased in June, 1914)

FROM THE DAYTON (IOWA) REVIEW

February 27th, 1915.

"Enclosed find check for final payment on our (JOHNSONIZED) Campbell Press. We are glad to say also that we are more than pleased with the dealings we have had with you. The Press gives us satisfaction, the payments came easily, and we feel we have a good Press now without hardly knowing how we got it. Kindly accept our thanks".

EMORY A. ROLFE, Publisher.
(This Press purchased in February, 1914)

C. I. JOHNSON MFG. CO.

INDEPENDENT PRINTERS SUPPLY HOUSE

COMPLETE STOCK OF HANSEN TYPE

St. Paul, Minnesota

THIS ADV. SET IN HANSEN CASLON FULL FACE AND UNIVERSITY OLD STYLE — BRASS RULE BORDER

The Smith-Brooks Printing Company

Printers, Engravers Lithographers

Denver, Colo.

1733-47 California Street
Telephone Main 498

O. L. SMITH
PRESIDENT

January Eighth, Nineteen Hundred and Fifteen

Perpetual Injunction

Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, **PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR USING OR SELLING OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF ANY LINOTYPE MACHINES LIKE DEFENDANT'S "INTERTYPE" MACHINE, EXHIBIT NO 23 HEREIN, OR ANY OTHER LINOTYPE MACHINES,** or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder

January Twelfth, Nineteen Hundred and Fifteen

A Second Perpetual Injunction

Against the Intertype Company was ordered

Upon the failure of The International Typesetting Machine Company to provide the bond required by the court, an injunction has been issued against it restraining the infringement of claims 6 and 7 of the Rogers Reissue Patent No. 13,489 belonging to Mergenthaler Linotype Company

These two injunctions **PREVENT THE FURTHER MANUFACTURE AND SALE OF INTERTYPE MACHINES CONTAINING, AMONG OTHER THINGS, THE PRESENT METHOD OF SUPPORTING AND REMOVING THE MAGAZINE FROM THE REAR; AND THE ROGERS TWO-LETTER DEVICE IN THE FIRST ELEVATOR.**

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

The Boston Wire Stitcher Line

ALL SIZES AND STYLES FOR EVERY PURPOSE
EACH THE BEST OBTAINABLE; EACH THE MOST ECONOMICAL; EACH THE FASTEST AND MOST PRODUCTIVE

No. 1.	Two sheets to one-eighth inch, power	List Price, $160.00
No. 2.	Two sheets to one-quarter inch, power	List Price, $185.00
No. 3.	Two sheets to three-eighths inch, power	List Price, $210.00
No. 4.	Two sheets to one-half inch, power	List Price, $260.00
No. 5.	Two sheets to one-half inch, foot power	List Price, $155.00
No. 7.	Two sheets to seven-eighths inch, power	List Price, $325.00
No. 11.	Two sheets to one-quarter inch, power (Textile) . . .	List Price, $185.00
No. 20.	Two sheets to one-quarter inch, power (Calendar) . . .	List Price, $250.00

WE HAVE SPECIALS FOR FAN AND FLAG STITCHING AND OTHER PURPOSES
AND WILL QUOTE PRICE UPON RECEIPT OF SAMPLES SHOWING WORK
WRITE THE SELLING AGENT

American Type Founders Company

Set in Cloister Oldstyle and Cloister Italic

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

When you are buying new devices or material look for the nameplate—

"ROUSE"

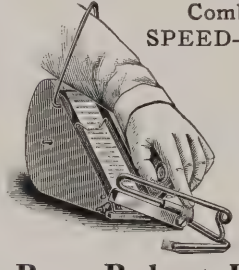
You will always see it if you demand the very best equipment that it is possible to buy.

Here are a few of the Rouse Time Savers:

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Rouse Paper Lift
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

H. B. Rouse & Co.
2214 Ward St. Chicago, Ill.

The Robert Dick Mailer



Combines the three great essentials
SPEED—SIMPLICITY—EFFICIENCY
Saves Time and Labor.
Is Economical and
Makes the mailing easy.
Publishers all NEED it.
Leads them all.
Experts address 8,556 an hour.
Send today for interesting booklet

Rev. Robert Dick Estate 139 W. Tupper St. Buffalo. New York

KNOW

The Royle Cutter and its great capacity for routing and you will see your way out of cutter troubles.

Get Booklet 247. Everything about Cutters.

JOHN ROYLE & SONS
PATERSON. N. J.
Photo-Engravers' Machinery

Hamilton Steel Galleys

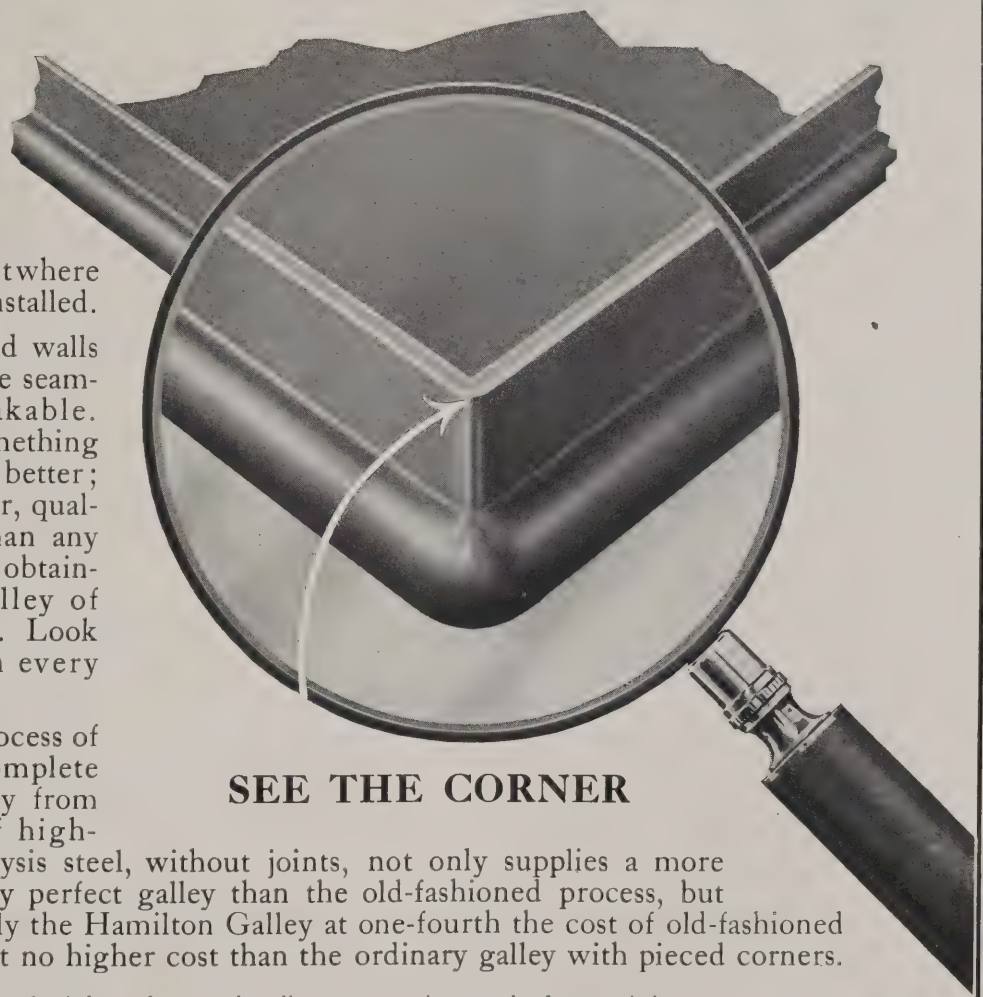
Cold-Pressed, Jointless

(PATENTED)

These galleys represent the greatest improvement ever made in the construction of printers' galleys, providing the printer with a serviceable galley at a price as low as the poorest galley on the market, the actual working qualities surpassing the highest priced galley ever made.

The Hamilton Jointless Steel Galley meets the growing demand for a really practical high-grade galley at moderate prices—a galley that can be used in large quantities in any composing-room, newspapers, linotype or monotype plants, etc., and is especially good with the modern system of storing matter on galleys (one page to a galley) instead of on letterboards.

This galley when combined with the Unit Storage Cabinet doubles the efficiency and will save thousands of dollars to every large printing-plant where the equipment is installed.



SEE THE CORNER

The sides and end walls and the corners are seamless and unbreakable. This galley is something new; something better; something cheaper, quality considered, than any galley heretofore obtainable. It is a galley of quality plus utility. Look for the name on every galley.

This Hamilton process of cold-pressing a complete and finished galley from a single piece of high-grade special analysis steel, without joints, not only supplies a more rigid, mechanically perfect galley than the old-fashioned process, but enables us to supply the Hamilton Galley at one-fourth the cost of old-fashioned brass galleys and at no higher cost than the ordinary galley with pieced corners.

Send for a free sample galley—a convenient novelty for your desk.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Offices and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed *free* to every inquiring printer

STANLEY PROCESS TYPE METALS

are always absolutely homogeneous, as you can readily see by examining a fracture and noting the even texture, tone and color throughout

Prices for April, f. o. b. N.Y.

Write for letters of commendation we have received from some of the most discriminating publishers in the country.

Linotype	8¼c
Intertype	8¼c
Nonpareil Monotype	11¼c
Standard Monotype	9¼c
Stereotype	8½c
Castertype	15½c
Combination	8½c
Typograph	8¼c
Electrotype	6c

Prices subject to market changes

Dross accepted at 50% type-metal prices f. o. b. New York

SYRACUSE SMELTING WORKS

147-153 Jewell Street, Brooklyn, New York

15th Place and Southwestern Ave., Chicago, Ill.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
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NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 345 Clay St. — SEATTLE, Armour Bldg.

For Pacific Coast Newspapers and Printing Offices

CONSULT

THE PRINTERS' EXCHANGE

222 FRANKLIN ST.,
LOS ANGELES, CAL.

Conducted by Fred W. Sherman, Brokers and Dealers in Used Printing Equipment.

Agency Duplex Newspaper Perfecting Presses.

A capable editor can obtain half interest in large California daily. At least $20,000 cash required.

California Coast city daily can be had on initial payment of $50,000.

Best paying country weekly in Washington. $4,000 cash required. Paper pays 25% on purchase price.

Small city daily in exclusive field in Southern California for $7,500. Is paying over 15% on purchase price.

Weekly papers in California, Oregon, Washington, Nevada, Idaho, Utah, Arizona and New Mexico, from $1,000 to $15,000.

Don't waste time and money running around. See us first and save money.

THE CLOISTER FAMILY was used on the booklet of which the page here shown is an actual specimen. Prominent users of good printing were quick to recognize the attractive qualities of CLOISTER as *a type-face very suitable for all forms of advertising.* The American Type Founders Company claims for CLOISTER that it is one of the most useful type-faces ever designed. It measures up to all the demands of legibility and is of classically correct proportions. At the same time it has those elements of beauty that are required by good taste. Every printing office should have a large working supply of a standard type-face that can be used for a variety of purposes. CLOISTER is such a letter. It is not only suitable for booklet purposes (as shown by the page here reproduced) but is just the sort of letter for high-class stationery, advertising cards, folders and circulars, house-organs, display advertisements, programs—in fact, the American Type Founders Company challenges mention of any kind of good printing for which it is not suitable.

The proper use of CLOISTER makes possible the production of the kind of printing on which every American would be proud to see the slogan, *"Made in America!"*

The type-faces designed and cut by the American Type Founders Company are the most beautiful, and are more numerous and useful than those of any typefoundry in any country in the world. In fact, *American type-faces are extensively used in all parts of the globe.* The product of this company has literally "won its place in the sun."

In the specimen books of the American Type Founders Company are types for every conceivable purpose that can be used by the printer. Cheltenham, the most remarkable type family ever conceived, is there, as are many other series and families that have helped to add lustre to the fame of American typography.

American printing should be the best in the world, and the printers of the United States should place before themselves a high standard of quality, in the attainment of which they should enlist their best efforts. The fact should be kept in mind, however, that *printing to be good must be good all the way through;* good ink, good paper and good type. Not only must the type be well made, but the type-faces must be designed according to the best standards in lettering and manufactured accurately by the most approved modern methods. The American Type Founders Company will co-operate in every possible way to add new lustre to the fame of American printing. Sample sheets of the CLOISTER FAMILY and other type-faces sent on request.

THE METROPOLITAN TRUST COMPANY *of the* CITY OF NEW YORK transacts a general banking business.

In its BANKING DEPARTMENT it performs the functions of a commercial bank. It enjoys certain definite advantages, under the law of the State of New York, which enable it to render a complete banking service to individuals, firms, and corporations.

In its TRUST DEPARTMENT it furnishes additional valuable service through its authority to perform important fiduciary functions, which nowadays enter into the life of practically every business institution and of many individuals.

Page from a recent booklet, showing actual use of Cloister Type. Shown by courtesy of the Metropolitan Trust Company

AMERICAN TYPE FOUNDERS COMPANY

Originator of Type Fashions and Distributor of Printing Machinery and Materials

SELLING HOUSES CONVENIENTLY LOCATED IN ALL PRINCIPAL CITIES

Made to Your Order

Advertising pictures and printing plates are made-to-order goods.

You must have greater confidence in the man and the house than if you were buying something off the shelf.

Are you getting the full value of your money in intelligent, suggestive interest and attention from the salesman who calls upon you?

Do you know if the salesman is backed by a reliable, permanently-established house with the resources to do the things he promises you?

A Barnes-Crosby Company man's opinion is worth asking for and worth listening to. This intelligence is a part of every job we make and deliver.

DAY AND NIGHT SERVICE

BARNES-CROSBY COMPANY

E. W. HOUSER, President

Artists Engravers Catalog and Color Plate Makers

CHICAGO ST. LOUIS

BRANCH OFFICES and ART DEPARTMENTS.

Toledo Cincinnati Detroit
Indianapolis
Moline Racine Kansas City

DISPLACES

TWO HALF TONE INKS

PERMITS

PRINTING TURNING PRINTING AND BINDING SAME DAY

SPEED LIMIT IS EQUALLY GOOD FOR ALL HIGH GRADE WORK ON WHICH SPEED IS NOT REQUIRED

MANUFACTURED BY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

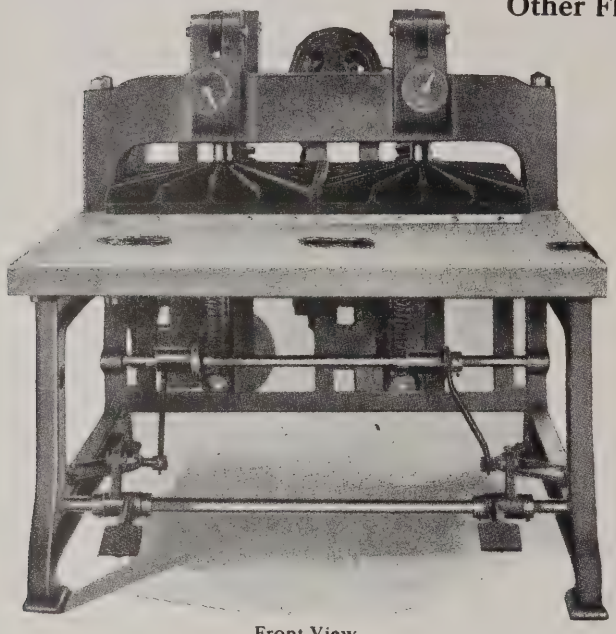
CHICAGO	DETROIT	MINNEAPOLIS
BOSTON	ROCHESTER	DALLAS
PHILADELPHIA	ST. PAUL	KANSAS CITY

The Duplex Mechanical Compressor

(Patented in all important countries)

An Automatic Steam Table Wholly Self-Contained

Another Duplex Product Far Ahead of Anything Hitherto Offered in Its Field. A Compact, Simple Mechanical Device That Does Away With All Air Tanks, Pumps, Air or Fluid Compressors and Other Auxiliary and Emergency Devices Hitherto Necessary in Any Pneumatic or Other Fluid Table.



Front View

In this table complete and perfect "follow-up" of compression is secured by a very heavy and powerful mechanism plainly shown in the illustration; this compression being regulated at will by a single adjustment, up to any desired pressure. The entire action is automatic, controlled by the operator simply pulling the lever at the side of the table, or it may be operated by foot-treadle if preferred. Either platen can be used independently of the other, and the entire machine, accommodating two forms as shown, can be operated by a little two-horsepower motor located practically within the table.

This machine, entirely self-contained, requires no fixtures, tanks, piping or other attachments in the room. It can be placed wherever wanted and freely and easily moved if desired. While regularly built for steam heating, the table can be adapted for electric heating.

From the Chicago Record-Herald

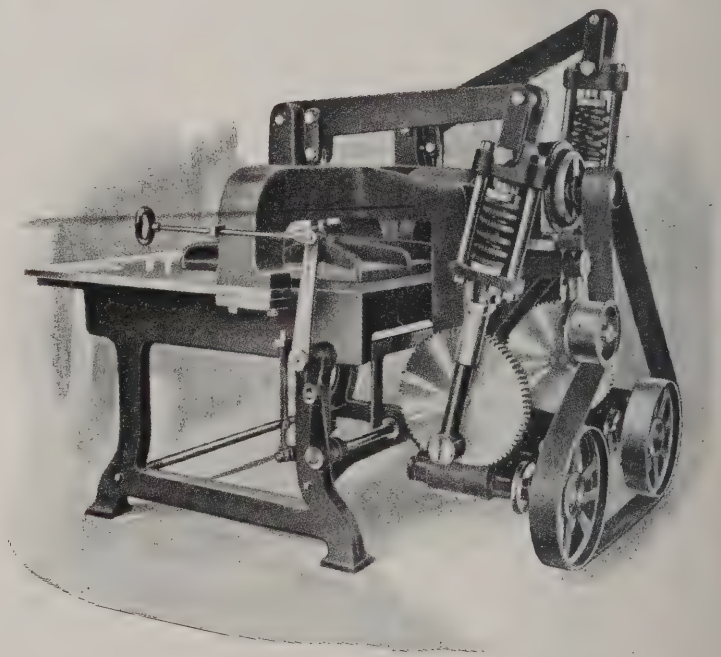
Duplex Printing Press Company

Gentlemen:

We enclose herewith our requisition for another Double Steam Table with Mechanical Compressors. The first table, which was installed about sixty days ago, is *giving eminent satisfaction, and the results are so far superior to those previously had that we are anxious to get as quickly as possible to the point where we can have all our work done on the new equipment.*

Since the first Duplex table was installed in our plant it has been inspected by interested experts and their approval was expressed in enthusiastic terms.

Please rush the delivery of this order.



Rear View (Showing Complete Mechanism)—DUPLEX DOUBLE PLATEN MECHANICAL-COMPRESSION STEAM TABLE

Used Exclusively by

New York Tribune	Chicago Herald	Richmond Times-Dispatch
Publishers Matrix Syndicate	Newark (N. J.) Star	Chicago Daily News
Newark (N. J.) News	Milwaukee Journal	Central Press Association

Portland (Me.) Express, and many others

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN, U. S. A.

EASTERN OFFICE, WORLD BUILDING, NEW YORK

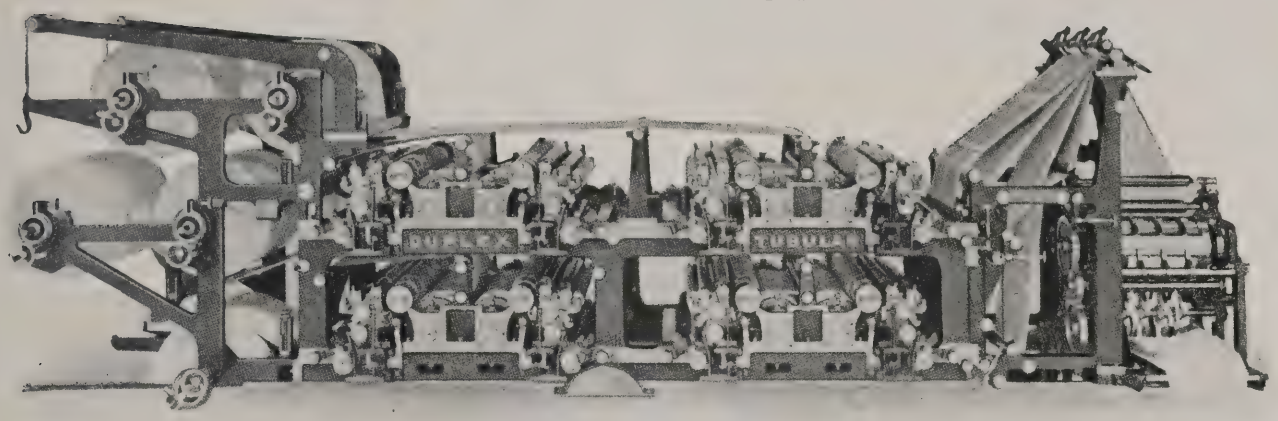
ROBERT HOE, President

I. L. STONE, Chairman of the Board

The Duplex Tubular-Plate Press

(Patented in all important countries)

Whatever rate of speed is practical on other machines, our Tubular-Plate Press can equal it and DOUBLE THE PRODUCT



SPEED: 30,000 per hour of 4, 6, 8, 10, 12, 14 and 16-page papers
All with single plates, straight run and book fold

The Duplex Tubular-Plate Rotary Press has become in the past two or three years the most talked-of invention in the newspaper field. In a remarkably short time it has become the choice of all discerning newspaper publishers because of its peculiar advantages and astonishing product.

The explanation of this remarkable result lies in the fact that in all other rotary presses each stereotype plate is out of contact with the web one-half the time, and therefore **printing only half the time,** while in the Tubular-Plate Press every plate is in contact with the web and **printing all the time.**

The Metropolitan Tubular

The illustration above is of a sixteen-page two-plates-wide Tubular-Plate Press. This press will produce any even number of pages up to and including sixteen from the same number of plates at the rate of 25,000 to 30,000 per hour. The machine built four plates wide instead of two, and equipped with a double-folder, will easily produce 50,000 copies of a sixteen-page paper per hour; or 25,000 copies of papers of any even number of pages, from eighteen to thirty-two, inclusive

It is to be noted that to obtain this unparalleled product the machine is not driven beyond a safe and normal rate of speed. **It is running at only half the rate** that would be necessary in other presses—were it possible to get such results from semi-cylindrical plates. To get 50,000 copies of a sixteen-page paper from our Tubular-Plate Quad press requires only the speed necessary to get 25,000 from any other quad press on the market.

We are now building the double-width or four-plates-wide machine, **adapted to newspapers of the largest circulation,** and we are happy to announce to all newspaper publishers that we can now furnish you with presses occupying no more space than your present machines, costing no more to operate, but more simple and convenient in every way, which, **running at the same speed,** and equipped with the **same number of plates,** will give you just two papers to one as compared with the presses you are now using.

All publishers are cordially invited to visit the Detroit *Times* and see this four-plates-wide tubular-plate press in practical operation.

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN, U. S. A.

EASTERN OFFICE, WORLD BUILDING, NEW YORK

ROBERT HOE, President — I. L. STONE, Chairman of the Board

STANDARD BOOKS ON PRINTING

THE ART AND PRACTICE OF TYPOGRAPHY

By Edmund G. Gress. Fifty large inserts in color—Seven hundred reproductions, mostly in color, of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book. Size 9½x12½. 250 pages. Cloth. Postpaid, $5.00.

THE AMERICAN MANUAL OF PRESSWORK

The most elaborate and exhaustive volume ever published on the subject. It is a book of the practical kind that is indispensable for pressmen and others having to do with presswork. 164 solid text-pages and many artistic inserts in two and more colors, besides more than a hundred illustrations in one color. Size 8½x12½. Cloth. Postpaid, $4.00.

HOW TO MAKE MONEY IN THE PRINTING BUSINESS

By Paul Nathan. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in the book bearing this title. Every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of printing—a thing all are anxious to do. 288 pages. Cloth; gilt stamped. Size 5¾x9. Postpaid, $3.00.

HOW TO FIND COSTS IN PRINTING

By A. E. Davis. A simple yet thoro method of arriving at cost of production in printing establishments. Fully illustrated with reproductions of the necessary forms in full size. Based upon a wide practical experience. An invaluable aid to the superintendent, manager and employer. 5x7½. 128 pages, 17 diagrams in full size. Cloth. Postpaid, $1.50.

CORRECT COMPOSITION

By Theodore L. De Vinne, A.M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. 5x7½. 476 pages. Cloth. Postpaid, $2.00.

PLAIN PRINTING TYPES

By Theodore L. De Vinne, A.M. A treatise on the processes of typemaking, the point system, the names, sizes, styles and prices of types. A volume for all who would learn of the history and characteristics of type-faces. Numerous type-faces are shown and the processes of typemaking are illustrated. 5x7½. 403 pages. Cloth. Postpaid, $2.00.

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By Theodore L. De Vinne, A.M. A treatise on typesetting by hand and by machine and on the proper arrangement and imposition of pages. A supplementary volume to "Correct Composition," by the same author. There are illustrated and described the details of composing-room work, including difficult composition, algebra, tables, music, and genealogies. 5x7½. 477 pages. Cloth. Postpaid, $2.00.

TITLE-PAGES

By Theodore L. De Vinne, A.M. A treatise on the styles and arrangements of book title-pages, with numerous illustrations in facsimile and some observations on the early and recent printing of books, including a title-page set in ten styles. A necessary volume for the student of display typography. 5x7½. 485 pages. Cloth. Postpaid, $2.00.

THE INVENTION OF PRINTING

By Theodore L. De Vinne, A.M. A collection of facts and opinions descriptive of early prints and playing cards, the block-books of the fifteenth century, the legend of Laurens Janszoon Coster, of Haarlem, and the work of Gutenberg and his associates; illustrated with facsimiles of early types and woodcuts. 6½x9½. 557 pages. Cloth. Postpaid, $6.00.

NOTABLE PRINTERS OF ITALY DURING THE FIFTEENTH CENTURY

By Theodore L. De Vinne, A.M. Illustrated with facsimiles from early editions, and with remarks on early and recent printing. 9½x12½. 210 pages. Cloth and paper. Postpaid, $15.00.

THE AMERICAN HANDBOOK OF PRINTING

A general review of all the branches of printing written in an interesting and concise manner without the use of ultra-technical expressions. Each chapter is divided into two parts, historical and practical. The book is an encyclopedia of facts valuable to those having to do with printing and is one of the best reference works obtainable. It should be in the library of every studious printer. Over 300 pages, 25 in color, and 182 illustrations. 5¼x7½. Postpaid, $2.00.

PRACTICAL PRINTING

By George Sherman. A book about printing that deals with the working of the plant. Practical advice to the printer who is starting in business, how to make a profit. Starts with a chapter "From Apprentice to Journeyman" and covers briefly all the main points that come under the title of the book. 144 pages. 5x7½. Cloth. Postpaid, $1.50.

HOW TO ESTIMATE ON PRINTING

By Harry M. Basford. This book has been written especially for the printer desiring to learn to do estimating and is also of value to experienced estimate men, employing printers and all who wish to improve their knowledge of modern methods. It is made valuable by the many reproductions of forms and tables that can be applied in the different departments. 5x7½. 106 pages. Cloth. Postpaid, $1.50.

TYPE DESIGNS IN COLOR

A portfolio of more than one hundred full-size type designs, set from actual customers' copy and printed in various two-color harmonies, on fine-quality colored stock. They include cover-pages, letterheads, billheads, business cards, tickets, etc., and are designed for the purpose of being usable, especially in offices where no layout men are employed. The colors are different on each page and should prove very instructive, as they are original and played up to match the papers upon which they are printed. The volume is bound in artistic paper cover. 9½x12½. Postpaid, $1.00.

POCKET GUIDE TO PRINTING

By George Vickers. There are a thousand and one things printed in larger books, but made available in this handy little volume of vest-pocket size. Compiled for the printer, the advertising man and all having to do with the printing trade. 3¼x6½. 48 pages. Postpaid, 50 cents.

PRACTICAL BOOKLETS

The Offset Process—From a Practical Viewpoint

By Lee L. Crittenden. Some of the subjects discussed are: Equipment Required; Kind of Work Most Profitably Done; Working Force; Comparison of Offset Printing With Other Methods; Paper and Ink to Use; Cost Figures; The Offset Plant in Small Cities, Etc., Etc. Illustrated with diagrams. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

Making Ready on Platen Presses

By Geo. F. Bradford. Some of the Chapter Headings are: Platen-Press Adjustments; To Level the Bed and Platen; Methods of Applying Power; System of Ink Distribution; Oscillating Rollers; Advantages of the Sliding Platen; Overlaying; Underlaying; Mechanical Overlays; Individual Electric Motors, Etc. 5¼x7. 40 pages. Paper. Postpaid, 50 cents.

Embossing: How It Is Done

By Robert H. Dippy. Some of the Headings: Dies and Plates Needed; Press Best Adapted; To Select Right-Quality Stock; Designs That Cannot Be Embossed; Embossing Without Color, Etc. 5¼x7. 16 pages. Paper. Postpaid, 25 cents.

Tabular Composition

By Robert Seaver. The chapter headings: Casting-up a Table; The Size of Type; Leading a Table; Headings; Foot-Notes; The Selection and Use of Rules; The Care of Rules; Practical Points in Make-up; A Substitute for Tables. 5¼x7. 20 pages. Paper. Postpaid, 25 cents.

A System for a Medium-Sized Printshop

By Charles V. Simmons. The author tells of his experience with a six years' use of a cost system. Illustrated on the pages are Job Envelops; Job Tickets; Record Cards; Pressman's Cards; Ink Cards; Estimate Blanks, Etc., Etc. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

Send orders to National Printer-Journalist, *Ravenswood Station,* Chicago

BUY IT NOW! BUY IT NOW!

It will help you and us and everybody, if you BUY IT NOW. You need it. The country needs the circulation of your money, and if you pay out money it's astonishing how soon it gets back to your till.

We are selling more goods all the time: Type, Borders, Ornaments, Brass Rule, Electric-Welded Steel Chases, All-Brass Galleys, Furniture, Babcock Cylinder Presses; Job Presses, Chandler & Price and others; Paper Cutters, Challenge and others; every supply you need. Come and see us. BUY IT NOW!

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CHICAGO NEW YORK CITY KANSAS CITY SEATTLE
ST. LOUIS OMAHA WASHINGTON, D. C. DALLAS ST. PAUL

SET IN AUTHORS OLD STYLE BOLD BRASS RULE BORDER NO. 1078

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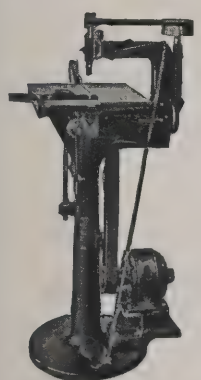

Miller Saw-Trimmer with Router and Jig-Saw Attachment

Literal thousands of printers and publishers have been on the point of buying a Miller Saw for years. **Buy it now.**

"Just as soon as business picks up we're for a Miller Saw." You need the extra profit most when work is slack. **Buy it now.**

"When we move into our new building next Fall, we want a Miller Saw." A Miller will cut its cost from your regular daily work between now and Fall. **Buy it now.**

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You know your printers operate under a 50-year handicap for lack of a Miller Saw. A-wash with lead cutters and gimlets, hack-saws and chisels—buy a Miller Saw.

Miller Saw-Trimmer Company

Point Building **Pittsburgh, Pa.**

VISITORS

to

San Diego's Exposition

will find in the servive of this bank all the conveniences of a Modern Departmental bank

Southern Trust & Savings Bank

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San Diego, Cal.

THE STANDARD

High-Speed Automatic Job Press

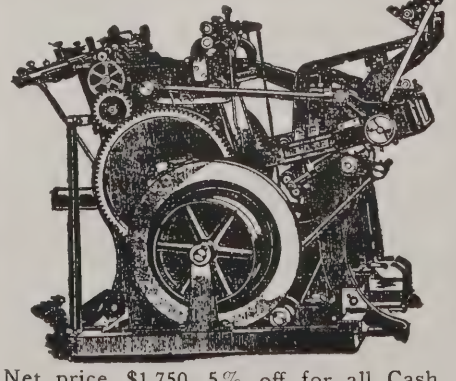
A Bed and Platen Press that runs automatically at from 2,500 to 3,500 per hour, and doubles this output by printing two separate jobs at the same time.

$250 DOWN

ON an initial investment of but $250 in a STANDARD HIGH-SPEED AUTOMATIC JOB PRESS, any office having work enough to keep it running ONLY HALF THE TIME, can earn the amount of the deferred monthly payments and a big profit besides.

Thus in fifteen months, this $250 investment would be represented by a $1,750 machine, free and clear, in your plant, and you would have earned a large cash balance besides.

The Standard Earns More than the Largest Cylinder Press



Net price, $1,750, 5% off for all Cash.
Floor space 4¾ x 6 ft. Weight 4,200 lbs.

Write for particulars.

WOOD & NATHAN COMPANY

Sole Selling Agent

30 East 23rd Street, - NEW YORK

On to Chicago

for the Big Event of the Year

The Third National Exposition of the Printing, Advertising, Publishing, Lithographing, Paper, Business Equipment, Stationery, Paper Box Manufacturers and All Allied Trades

"Convention Week" of the Associated Ad Clubs of the World
also The International Association of Manufacturing Photo Engravers

Coliseum, Chicago, June 19th to 26th

(***Reduced Railroad Rates at this time***)

The Tremendous Drawing Power of the Exposition and Convention Combined

will result in the Greatest "Get-Together" Meeting of Printers, Lithographers, Advertising Men, Engravers, Photo Engravers, Electrotypers, Publishers, Stationers, also Paper, Paper Box and Specialty Manufacturers, Printing Machinery, Supply Men and Business Men in general from all parts of the World, that has ever been known heretofore in these lines.

As a Trade Stimulant This Exposition is Needed This Year More than Ever

It is very much needed to "boost domestic business." *A big Successful Exposition in the Allied Trades Now* will help restore confidence and put "Ginger" in everybody connected with these lines, just as the Automobile Exposition succeeded in doing the first of this year in the Automobile Trade.

Spaces are selling remarkably fast and many desirable locations have already been taken.

If you want better business help make it better, by arranging for your space *now*.

For marked diagrams and all particulars, address

National Exposition Company, Inc.

Harry A. Cochrane, President

Suite 1305 Advertising Bldg.

Chicago, Ill.

Telephone, Randolph 883

Printers Are Poring Over This Wonderful Free "Service Book"

IT'S been an eye-opener to them. It has made them realize, for the first time, that Envelopes, supplied through Western States service, can bring in a lot of business they might never land without them.

This Service Book teems with practical sales suggestions. It's real stuff—written by a man who knows your business and your problems from years of intimate contact; a man who knows *his* business even better.

WHEN we sent out the first copies of our Service Book a few weeks ago, we were naturally anxious to hear the trade's opinion of it. Now we have a pretty fair idea what that opinion is—and it well repays us for our work and time in getting up the book.

One printer, for instance, had a job of ready-made envelopes on the press when his Service Book came. He read it through—then yanked that job off the press and wrote us for a layout, so he could run his envelopes in the sheet, Western States fashion.

The book "hit him where he lived." Quite possibly *your* copy will hit you likewise.

This trade-mark "W," notched under the flap of every Western States envelope, means much to you and your trade.

The System That Gets You Real Profits Out of Envelope Printing

Of course that's the backbone of the book—the Western States service that makes Envelopes a paying proposition for you—ways of printing envelopes flat in the sheet, one to a dozen "on" (using Western States free layouts), so you can quote prices that will land jobs against hot competition and pay you an extra-size profit.

Western States service doesn't stop with pulling envelope jobs alone. It arms you with *ideas* that will make many a big printing buyer sit up and look at you with new interest—the real, constructive sort of plans that swing big-edition deals your way.

Better send to-day for your copy of this "idea-ful" Service Book. A postal brings it.

Western States Envelope Co., **Dept. N, Milwaukee, Wis.**

Independent Makers of Guaranteed "Sure-Stick" Envelopes for Printers and Lithographers

The Practice of Typography Series

By the late THEODORE L. DE VINNE.

"Without question the Modern Master of the Art of Typography."—*Literary Digest.*

Correct Composition.

A Treatise on spelling, abbreviations, compound words, the use of italic, punctuation, proof-reading, etc. Invaluable to all writers, readers and compositors. A reliable Standard when questions of "style" crop up.

Plain Printing Types.

A concise work for printers and those connected with the printing industry. Gives names and samples of type faces, describes the process of type-casting, with a history of type-founding, and explains the Point System.

Title Pages.

Appeals to all interested in the making of books Divided into three parts: historical, practical, critical. Contains observations on early and recently printed books and gives numerous reproductions.

Modern Methods of Book Composition.

A Treatise on type-setting by hand and by machine, and on the proper arrangement and imposition of pages It is invaluable alike to the apprentice and to the expert

These four volumes represent the most reliable amongst all publications treating of typography. No printer's or publisher's library is complete without these books. Each may be unreservedly recommended to typographers the world over. Each book a Crown 8vo of 400 to 500 pages, with full index.

CLOTH, $2.00 each, postage 12c.

NATIONAL PRINTER-JOURNALIST

4620 Ravenswood Ave., - - - - Chicago, Ill.

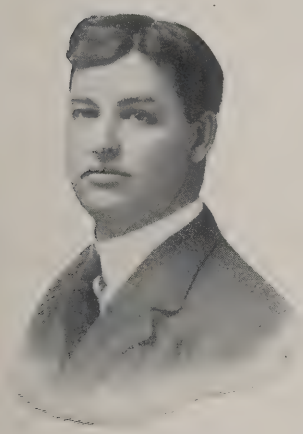
National Printer Journalist

A Journal For Printing And Allied Trades

Volume Thirty-Three | Chicago, April, 1915 | Number Four

Under-Surface Possibilities in the Home Newspaper Field

By F. R. Starbuck, Journal-News, Racine, Wis.



F. R. Starbuck

Is it not a fact that some of us are too strongly attracted by the larger space advertiser? In fact, our local advertising managers or solicitors even go us one better on this point. We must always keep in mind that the small advertiser may ultimately become a larger user of space, and to accomplish this point we must first get the non-advertiser to make a start. To my mind there is no better place than the classified columns.

Start a business directory arranged alphabetically, or in some manner calculated to achieve the best results. Put this directory on the want ad page, if possible, otherwise on the page opposite. Make the prospect as low a rate as possible on a six months' or yearly basis, and change the ad every two weeks or so. At the end of his contract period a good solicitor will be surprised to find out how easily the advertiser inclines to the space idea. If this man had first been approached to take display space, the cost might have been prohibitive or he would have told you his little ad would be lost among the big ones.

For the past year I have worked with my collector who looks after the collections of the general advertising bills and most of the bigger classified contracts (we hire a boy to collect the ordinary classified ads) and he has been able to bring in two or three $15.00 and $20.00 contracts every week. His collections take him all over the city, and in this way he runs across dressmakers, small confectionery stores, contractors, etc. Thus we have been constantly running almost three solid columns of six point type ads, in addition to the regular classified business, which gives us at times a total of seven columns, and at times, eight to nine columns in a town of some 42,000, with 6,500 circulation.

I am always pounding away at my advertising staff to remember that the little fellow today may be the big man tomorrow—and that while quarter-page and half page ads are all right and necessary, the process of education must go on among the little fellows. Otherwise, on days when the bigger display ads fail to materialize, the paper will look bare.

Another thing, the small dealer, even though he may at first be unresponsive, appreciates the fact that the paper considers his business just as essential as the department store.

Another idea that may be worked in towns which have a retail merchants' association, is to go before the directors and sell them a double-page spread either once or twice a month at your minimum space rate on a year's basis. Then detail one of your advertising men to go with the association's secretary to get the contracts from the local dealers and you'll be surprised to see how many small firms the secretary can line up that your men could not touch. Divide up the two pages in about forty spaces, leaving a space about three columns wide and eight inches deep in the center of each one for the association to tell about its work, etc., each time the ad runs. Of course, charging for the entire two pages. The matter of collecting monthly can be mutually arranged. We sell these two pages at the minimum space rate on a 1,000 inch contract, and the merchants pay the small or transient rate. Possibly four out of five advertisers you get this way were never in the paper before and if you get some of the bigger ones, the amount is not large enough to affect their other advertising.

In this automobile age also endeavor to have your merchants take a trip all over your county, stopping at the various villages. Print a little history of each place and run a cut or two, sending a man out two or three days previous to the trip to solicit ads. This appeals to the spirit of town pride. Then run off a special edition the evening before the trip, soliciting large space ads from your own merchants, on the strength of your distributing several thousand copies from an auto van at the various stopping places during the day's tour.

Once a year, I would make it a point to invite a couple of hundred merchants, large and small to a smoker, engaging some good man to make a ringing talk on advertising. The whole expense, including refreshments, will not be much over a hundred dollars and can be arranged by one paper or all the papers jointly

In this way you get right in touch with the advertisers en masse. One fair-sized contract as the result of this missionary work, will pay you well.

And above all, in these troublous times, don't impair your efficiency by false economy. Keep your advertising staff fully equipped. When the tide turns and contracts come rolling in, your paper will get the business because you have kept in touch with the prospective advertiser, while the other fellows have laid down.

I believe it an excellent idea to compile a mailing list of all the merchants in the city. At least once a month, send them a message. If you've beat the other fellow on advertising space, tell it right out in meeting. If you have secured some exclusive advertising of interest to any particular trade, let it be known; if your circulation is increasing, tell them about it. Make the letter newsy and yet instructive about your paper. It may be hard to figure direct results, but it pays.

Another thing that we have successfully tried has been what we term a "Want Ad Bargain Week." For a week before, we advertised it extensively in our columns, urging everyone to run an ad, and to cause a more thorough reading of the classified columns, we took a poem of six verses, scattering the lines of one verse each night in different places. At the end of six days, prizes were awarded to the ones sending in the nearest correct and neatest arrangement of this poem. We solicited all the real estate merchants for special ads, and distributed small handbills, by means of our carriers, to all those who did not take our paper. We ran about nine columns of extra classified business in the six days.

Strong competition leads to many such instances as enumerated above. True it takes more men and more time, but where there is a fierce competition, this cannot be avoided, and it is really necessary to keep the merchants and public keyed up to the point that when anything is to be done, your paper will be the first in the field.

In conclusion I would state again, I have always been a strong advocate for the small ad. The price per inch is more and it costs little to handle them. But don't forget to have it changed every week or two. The great danger in the standing ad or card is that the newspaper does not have the matter changed or see that the type does not become worn. It's no use to get the small advertiser started and then fail to produce results.

⌘ ⌘ ⌘

EDITOR OF SAME PAPER FOR FIFTY YEARS—GRANDSON NOW ASSOCIATE EDITOR

Office of Athol and Worcester West Chronicle
Athol, Mass., March 15, 1915.

B. B. Herbert, Editor National Printer-Journalist.

Dear Friend Herbert:—Enclosed you will find check for two years' subscription to Journalist.

The first of the year I entered upon the 50th volume of my paper, which has never been out of my control. My grandson, R. Benton Waterman, is my head editor. I guess it is not often you hear of a grandfather and grandson holding positions as editors of one paper at the same time.

I often think of when we first met at Cincinnati Convention. Most of my associates at that time have passed away and I am the only surviving charter member of the Massachusetts and New England Press Associations.

Yours fraternally,
R. WM. WATERMAN.

INFLUENCE FOR GOOD OF THE EDITORIAL ASSOCIATION

In speaking of the forty-ninth annual convention of the Minnesota Editorial Association, the Minneapolis Tribune had the following deserved words of commendation:

"Minnesota has many blessings of which it is only half conscious. One of them is the Minnesota Editorial Association. That body holds its annual session usually either in St. Paul or Minneapolis; its members spend two or three days in social intercourse; a dozen papers are read on the management of the smaller daily publication; and the company disperses to the four quarters of the state. This is the general understanding of the Association.

"Such a meeting is scheduled for Friday and Saturday, February 19 and 20, at St. Paul. Its true significance will be suggested to the reader when he knows that this is to be the forty-ninth annual meeting and that the Association has exercised its force—whatever that force has been—through nearly half a century and through almost the entire life of Minnesota as a state.

"The influence of these meetings is indicated by a striking general truth:

"The smaller newspapers of Minnesota are probably the best in the nation. The Duluth News-Tribune puts it without qualifying phrase "the best typographically, the cleanest and ablest of those of any state in the Union."

Publishing personality explains the individual standing of many a paper. But the general excellence of our Minnesota dailies in the smaller cities is surely a response to a general influence and that influence, we believe, is to be found in the spirit of the state as crystallized in the Minnesota Editorial Association.

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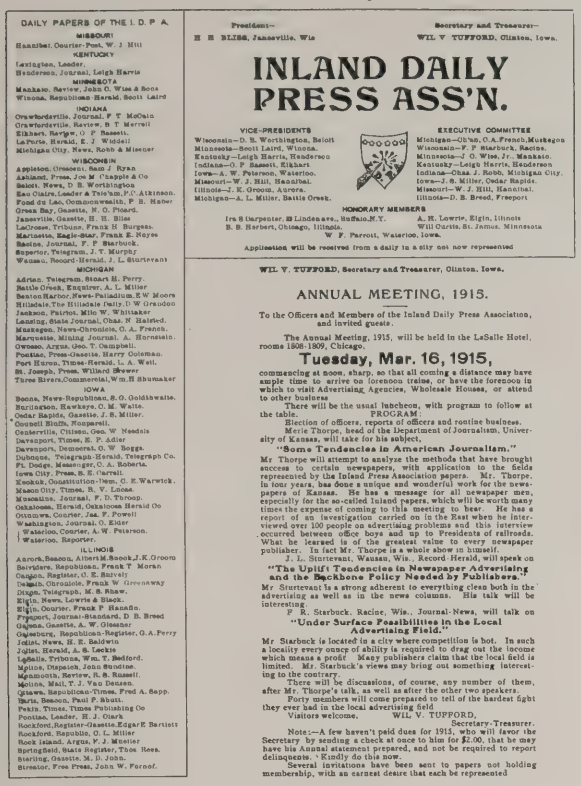
ADVANCE IN WOMEN'S CLUBS

Mrs. A. D. Moffett or Elwood, Indiana, at the annual meeting of the Women's Press Club of Indiana, as retiring president, recommended that the Club take up current topics for discussion at the meetings, a leader to be appointed each time in advance by the president. She gave an interesting talk, in which she traced the growth of club life from the "ladies' clubs" of a few years ago, which were purely social in character, to the women's clubs which are following the progress of woman and working for the good of all the causes in which women of today are interested.

Officers for the coming year were elected as follows: President, Miss Blanche C. Foster; First Vice-president, Mrs. M. C. Wilson; Second Vice-president, Miss Helen Ernestinoff; Third Vice-president, Mrs. Julia Fried Walker; Recording Secretary, Miss Anna McKenzie; Corresponding Secretary, Mrs. William Herschell; Treasurer, Mrs. H. C. Anthony; Historian, Mrs. O. I Demarce.

The Inland Daily Press



DAILY PAPERS OF THE I. D. P. A.

MISSOURI
Hannibal, Courier-Post, W. J. Hill

KENTUCKY
Lexington, Leader,
Henderson, Journal, Leigh Harris

MINNESOTA
Mankato, Review, John C. Wise & Sons
Winona, Republican-Herald, Scott Laird

INDIANA
Crawfordsville, Journal, F. T. McCain
Crawfordsville, Review, B. T. Merrell
Elkhart, Review, O. P. Bassett.
LaPorte, Herald, E. J. Widdell
Michigan City, News, Robb & Miesner

WISCONSIN
Appleton, Crescent, Sam J. Ryan
Ashland, Press, Jos M Chapple & Co
Beloit, News, D. B. Worthington
Eau Claire, Leader & Telegram, P. C. Atkinson.
Fond du Lac, Commonwealth, F. B. Haber
Green Bay, Gazette, N. O. Floard.
Janesville, Gazette, H. S. Bliss
LaCrosse, Tribune, Frank H. Burgess.
Marinette, Eagle-Star, Frank E. Noyes
Racine, Journal, F. F. Starbuck
Superior, Telegram, J. T. Murphy
Wausau, Record-Herald, J. L. Sturtevant

MICHIGAN
Adrian, Telegram, Stuart H. Perry
Battle Creek, Enquirer, A. L. Miller
Benton Harbor, News-Palladium, E W Moore
Hillsdale, The Hillsdale Daily, D W Gresdon
Jackson, Patriot, Milo W. Whitaker
Lansing, State Journal, Chas. N. Halsted.
Muskegon, News-Chronicle, O. A. French.
Owosso, Argus, Geo. T. Campbell.
Pontiac, Press-Gazette, Harry Coleman.
Port Huron, Times-Herald, L. A. Weil.
St. Joseph, Press, Willard Stever
Three Rivers, Commercial, Wm. H Shumaker

IOWA
Boone, News-Republican, S. G. Goldthwaite.
Burlington, Hawkeye, C. M. Waite.
Cedar Rapids, Gazette, J. B. Miller.
Council Bluffs, Nonpareil.
Centerville, Citizen, Geo. W Nesdale
Davenport, Times, E. P. Adler
Davenport, Democrat, G. W Boggs.
Dubuque, Telegraph-Herald, Telegraph Co.
Ft. Dodge, Messenger, C. A. Roberts.
Iowa City, Press, S. E. Harrell.
Keokuk, Constitution-Dem, C. E. Warwick.
Mason City, Times, B. V. Lucas.
Muscatine, Journal, F. D. Throop.
Oskaloosa, Herald, Oskaloosa Herald Co
Ottumwa, Courier, Jas. F. Powell
Washington, Journal, O. Elder
Waterloo, Courier, A. W. Peterson.
Waterloo, Reporter.

ILLINOIS
Aurora, Beacon, Albert M. Snook, J. K. Groom
Belvidere, Republican, Frank T. Moran
Canton, Register, C. E. Snively
Danville, Chronicle, Frank W. Greenaway
Dixon, Telegraph, M. S. Shaw.
Elgin, News, Lowrie & Black.
Elgin, Courier, Frank P. Hanaford.
Freeport, Journal-Standard, D. B. Breed
Galena, Gazette, A. W. Gleckler
Galesburg, Republican-Register, G. A. Perry
Joliet, News, H. E. Baldwin
Joliet, Herald, A. S. Leckie
LaSalle, Tribune, Wm. T. Bedford.
Moline, Dispatch, John Sundine.
Mendota, Review, H. S. Russell.
Moline, Mail, T. J. Van Densen.
Ottawa, Republican-Times, Fred A. Sapp.
Paris, Beacon, Paul P. Abutt.
Pekin, Times, Times Publishing Co
Pontiac, Leader, H. J. Clark
Rockford, Register-Gazette, Edgar E Bartlett
Rockford, Republic, O. L. Miller
Rock Island, Argus, F. J. Mueller
Springfield, State Register, Thos Hees.
Sterling, Gazette, M. D. John.
Streator, Free Press, John W. Fornof.

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Secretary and Treasurer—
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Missouri—W. J. Hill, Hannibal.
Illinois—J. K. Groom, Aurora.
Michigan—A. L. Miller, Battle Creek.

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Iowa—J. S. Miller, Cedar Rapids.
Missouri—W. J. Hill, Hannibal.
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B. B. Herbert, Chicago, Illinois. — Will Curtis, St. James, Minnesota
W. F. Parrott, Waterloo, Iowa.

Application will be received from a daily in a city not now represented

WIL V. TUFFORD, Secretary and Treasurer, Clinton, Iowa.

ANNUAL MEETING, 1915.

To the Officers and Members of the Inland Daily Press Association, and invited guests.

The Annual Meeting, 1915, will be held in the LaSalle Hotel, rooms 1808-1809, Chicago.

Tuesday, Mar. 16, 1915,

commencing at noon, sharp, so that all coming a distance may have ample time to arrive on forenoon trains, or have the forenoon in which to visit Advertising Agencies, Wholesale Houses, or attend to other business

There will be the usual luncheon, with program to follow at the table.

PROGRAM

Election of officers, reports of officers and routine business.

Merle Thorpe, head of the Department of Journalism, University of Kansas, will take for his subject,

"Some Tendencies in American Journalism."

Mr Thorpe will attempt to analyse the methods that have brought success to certain newspapers, with application to the fields represented by the Inland Press Association papers. Mr. Thorpe, in four years, has done a unique and wonderful work for the newspapers of Kansas. He has a message for all newspaper men, especially for the so-called Inland papers, which will be worth many times the expense of coming to this meeting to hear. He has a report of an investigation carried on in the East when he interviewed over 100 people on advertising problems and this interview occurred between office boys and up to Presidents of railroads. What he learned is of the greatest value to every newspaper publisher. In fact Mr. Thorpe is a whole show in himself.

J. L. Sturtevant, Wausau, Wis., Record-Herald, will speak on

"The Uplift Tendencies in Newspaper Advertising and the Backbone Policy Needed by Publishers."

Mr Sturtevant is a strong adherent to everything clean both in the advertising as well as in the news columns. His talk will be interesting.

F. R. Starbuck, Racine, Wis., Journal-News, will talk on

"Under Surface Feasibilities in the Local Advertising Field."

Mr Starbuck is located in a city where competition is hot. In such a locality every ounce of ability is required to drag out the income which means a profit. Many publishers claim that the local field is limited. Mr. Starbuck's views may bring out something interesting to the contrary.

There will be discussions, of course, any number of them, after Mr. Thorpe's talk, as well as after the other two speakers.

Forty members will come prepared to tell of the hardest fight they ever had in the local advertising field

Visitors welcome,

WIL V. TUFFORD,
Secretary-Treasurer.

Note:—A few haven't paid dues for 1915, who we will favor the Secretary by sending a check at once to him for $2.00, that he may have his Annual statement prepared, and not be required to report delinquents. Kindly do this now.

Several invitations have been sent to papers not holding membership, with an earnest desire that each be represented

UNDER the foregoing program, which is reproduced in order to show the character of the membership and the standing and environment of those who presented addresses, the Inland Daily Press Association held one of its most profitable meetings.

The following were elected officers for the ensuing year: President, A. L. Miller, Enquirer, Battle Creek, Mich.; Vice-Presidents for the different states represented in the Association: Missouri—W. J. Hill, Courier-Post, Hannibal; Minnesota—John C. Wise, Review, Mankato; Indiana—Chas. J. Robb, News, Michigan City; Wisconsin—Frank E. Noyes, Eagle-Star, Marinette; Michigan—Stuart H. Perry, Telegram, Adrian; Iowa—S. G. Goldthwaite, News-Republican, Boone; Illinois—D. B. Breed, Journal-Standard, Freeport; Secretary and Treasurer, Will V. Tufford, Clinton, Iowa; Executive Committee: Scott Laird, Republican-Herald, Winona, Minn.; O. P. Bassett, Review, Elkhart, Ind.; F. R. Starbuck, Journal, Racine, Wis.; Chas. N. Halsted, State-Journal, Lansing, Mich.; Chas. J. Walling, Herald, Oskaloosa, Iowa; John Sundine, Dispatch, Moline, Ill.

Professor Thorpe, in his address, made a strong plea for service and advocated the principles in this regard that have been taught for many years in the National Printer-Journalist, and enforced his ideals as to advertising and the responsibility of the newspaper for reliability in and the making good of advertising, by citation of methods pursued by the Chicago Tribune. The paper will appear in full in these pages.

The address was received with great favor and under motion, the Secretary was directed to have one thousand copies printed for the use of members. A unanimous, rising vote of thanks was tendered to Professor Thorpe for his able and useful address.

Professor Bleyer, of the School of Journalism of the University of Wisconsin, followed, approving Professor Thorpe's remarks, and telling, as had the latter, with regard to the Kansas School, something of the service that the Wisconsin School was rendering to the newspapers of that State. He spoke of the service that every home newspaper, however, limited in circulation, renders to the social, trade, agricultural and all industrial and other interests of a community and argued that all possible aid that the School of Journalism, the Agricultural College and State University could render to the newspapers was profitable to the State and deserved by the press.

General discussion followed, and the discussions, after each paper, became most interesting, educative, useful and inspiring.

In his paper, "A Clean Newspaper," Mr. J. L. Sturtevant, of the Wausau, Wis., Record-Herald, and here we quote from the report of the Chicago Daily Tribune: "told how he had made his paper clean by eliminating all objectionable advertising and by refusing to give news space to advertisers and special interests.

Competition Dies Off.

"Have you got any competition?" he was asked the moment he had concluded his paper.

"No. They tried to start a rival paper, but they couldn't get enough money together," Mr. Sturtevant came back. "You see, though we're a Republican and a conservative paper, we give just as much space in our news columns to the speeches of the rest of them, including the Socialists, as we do to our own party. That's why the people aren't so anxious to support a new sheet."

Mr. Sturtevant reported that in the year 1914, though he refused $1,000 in undesirable advertising contracts, he found that his receipts were 10 per cent greater.

"I found," he reported, "that the local merchants advertised more heavily when they found out their advertising would not be surrounded by the announcements of clairvoyants, mining schemes, and patent medicines."

Mr. F. R. Starbuck of the Journal-News, Racine, Wis., is a young man in the business, but he has been to the manner born and trained, and has succeeded his father on the paper. His paper on, "Under Surface Possibilities in the Local Advertising Field," contained many valuable suggestions and showed an intimate and practical knowledge of newspaper possibilities. It is published in full elsewhere in this issue.

Forty members had been asked to come prepared to tell of the hardest fight they had ever had in the local advertising field. The relation of experiences proved a most entertaining and instructive feature of the program, as many told how they had met and overcome difficulties that had arisen from time to time. Two or three instances of attempted boycotts in order to compel reduction of advertising rates, or to control the paper in other regards, were related.

By judicious handling, these attempts were met and defeated and, in the end, the results, in one or more instances, were of benefit to the papers. A competitor of one of the publishers had claimed a larger circulation and still charged much lower advertising rates and claimed that these rates were satisfactory and sufficient, and a couple of merchants, thinking that they were being imposed upon, worked up a proposed boycott. The result was an investigation of circulation, and the paper attacked came out ahead, showing the full circulation claimed, while the paper which was striving to establish cheap ad rates fell some thousands behind its claims, and naturally got the worst in its attempts to reform advertising rates. Those who live in glass houses sometimes help the other fellow by throwing stones.

"MESSAGES FROM WANDERERS"

THE old friends are the dearest friends and school-day comrades are like brothers when met in travel or at strange places. There is an inspiration in news from the old acquaintances and friends.

The Wayne County Press of Fairfield, Illinois, is one of the enterprising newspapers that fully appreciates these facts and the underlying interest and sentiment involved therein, and, while it cannot take its readers to visit the wanderers, it provides each year, a reunion in an issue that it names "The Pink Press," printed in that color to indicate the warmth of the revived friendships.

The paper is in its fiftieth year and on February 4th printed its 26th annual "Wanderers," number which proved, as indicated by the appropriate headlines: "Joyful Reunion of Those Who Have Gone Beyond Wayne's Borders," containing "varied stories of prosperity and happiness as told by the pilgrims" and "stories of the old fireside retold, that inspire pleasant memories."

It seems that Wayne County sent out a colony to Logan, Kansas, and from that place one correspondent furnishes the news as to the whereabouts and doings of more than three score and ten of "Wayne's Wanderers." This report shows such prosperity and wellbeing of "the pilgrims" as would afford one of the most valuable immigration documents that Kansas could use.

These letters reflect the good times and wonderful increase in and accumulation of all that makes life worth living throughout the great west and the rapidly developing southland.

After twenty-five years, men sometimes find a visit to the old home saddened by the fact that so many have gone, but a recent visit to California was made the more enjoyable by impressing the fact that while, at the old home, so many were missed, all had not died. We found more of our school comrades at Los Angeles, Pasadena and San Diego than in the old home city and visited fellow students with whom we had attended school a half century ago. It was made evident that all had not gone to Heaven, more had gone to California, which, to us, at least, with our love of life, proved a very cheering fact.

These reunion editions of a home paper must have the like cheering effect on the minds of the home folks, as well as on the hearts of the wanderers. The letters to this reunion in the Wayne "Pink Press" were by no means confined to Kansas, but came from all parts of Illinois and a score of other States, from Florida, Texas, New Mexico, Arkansas, Oklahoma and Nebraska, to California, Oregon and Montana on the west and north and Ohio on the east.

There are forty columns and more of these letters, set in eight point type—all bright, newsy and informing.

The appreciation of these annual "roll calls" is well shown by the following stanza from verses contributed by a subscriber at Mount Vernon, Illinois:

Let the roll-call proceed! and friends, if you please,
Just answer as loud as you can.
Through the scratch of your pen each one of us sees
The face of a woman or man
Whom we knew long ago; and when you say, "Here!"
The pictures on Memory's bright pages appear.
How we love to turn over the pages and look
In each corner and nook of Memory's book,
And study again the pictures we find.
Some of which, perhaps, had gone out of mind—
Each one we lovingly scan.

As showing how the American people of all the states are intermingling, are becoming unified and related as one great family, and how every part of the Union is home to all Americans, as well as giving the record of the growth and prosperity of an ideal American family in the fruitful West, we reprint the following extract from a letter written by a lady at Eugene, Oregon:

I am a daughter of Rev. B. S. Meeks, who came to Illinois, Wayne County, in 1876. February 3rd I was married to F. T. Harris, son of A. T. Harris of Leech Township, where we lived until 1881, in August we went to Meeker County, Minn. We lived there until April, 1890, when we took a wild flight to the Cumberland Mountains, Tennessee, and back through Illinois to Minnesota the next year. Then in 1893, May the 20th, landed in Irving, Ore., where we have since lived near Irving and in Eugene. We have ten children, five born in Illinois and five in Minnesota. The oldest son owns a ranch in North Dakota, but is in Tennessee now. The next son, T. B. Harris lives in Eugene, and is proprietor of the Willamette Hotel. Then F. O. Harris is a wool sorter in the Eugene woolen mills; J. M. Harris, our baby, is twenty-nine years old and never married, lives on a 200 acre ranch ten miles east of Eugene. The oldest daughter by my first marriage was married to Frank Redman, also of Wayne, in 1879. They went to Minnesota with us and in 1901 Frank died and left her with four children. She has since married H. D. Conover of North Dakota and they live in Norfolk, Neb. Next is Mrs. Jerome Vaughn, an own sister to Charley. They live in Eugene. They own a large ranch in Eastern Colorado and property in Portland, Ore. Now comes Mrs. Carl Peterson, our first born, who lives on a ranch near Eugene and Springfield, Ore. Then Mrs. G. B. Templeton lives near Junction City, Oregon; next Mrs. J. F. Shelley, 1205 1st Ave., Oakland, Calif. Her husband is a real estate dealer. Next to the last but not least is Mrs. Ray Emerson, 344 W. 9th St., Eugene, Ore.; she and J. O. are twins. Mr. J. T. Harris is a gardener during summer and has been most all the time since in Oregon, which will be twenty-two

years the 20th of May. We have twenty-five grandchildren living and eight great-grandchildren. Mr. Harris is sixty-eight years old and I am 66. We are quite well for our age. We often think and talk of our friends and our home in dear old Wayne. How I would like to visit there once more. I surely wish if any friend or relative reads this they would write personal letters.

The Press is in every way an excellent home paper and evidently has a very strong and friendly hold on its readers, whose loyalty to the paper continues during their lives, wherever and however far from their old home they may wander. The good influence of such a paper cannot be overestimated.

We had intended to remark on the great amount of information as to different sections of the country and as to present development and past history can be found in these letters, but all this can be taken for granted. It is the personal side, and the renewing of old friendships and memories that make the strongest appeals. The Press has a way of reminding the "Wanderers" of their duty to write, as witnessed by the opening of a letter from Iowa: "We have noticed a blue mark on the Press reminding us that we have not yet written that letter for the 'Pink Press.'" This is a simple but evidently an effective kind of reminder, it surely brings the letters by the hundreds.

* * *

THE VIRGINIA PRESS ASSOCIATION

It would have rejoiced the heart of Charlie Thacker, founder of the Newport News Daily Press, to know that his many friends, the editors of the country press of Virginia, would hold their 27th anniversary in his native city. But many changes have taken place since Charlie was so active in advancing the interests of the members of the association and not least among these is the wonderful growth of Newport News. Col. Copeland is now managing the Daily Press and it is through his influence that the merits and attractions of Newport News are to be more fully blazoned abroad.

Once a year the members of the Virginia Press Association meet at some convenient place and consider matters pertaining to the craft. But the gatherings are largely social, and the members look forward to the annual reunions with keen pleasure, for the Virginia Press Association is a fraternal organization and its members are bound together by the ties of personal friendship.

The convention will open July 14th and last for four days. On the first two days business sessions will consume the time and attention of the membership. Then will begin several interesting social affairs. A launching will take place at the shipyards on Thursday, after which the editors and their friends will be entertained at luncheon at the Warwich Hotel by the Newport News Shipbuilding and Dry Dock Company. The editors will inspect the harbor and the shipyard and see for themselves what an industry it is, and how much it means to all Virginia. The Newport News shipyard is the largest industry in the State; it pays out between three and four million dollars a year in wages, and it has done more than any other industry, perhaps, to advertise Virginia industry in all parts of the world.

The editors will be entertained on Friday at Buckroe Beach, the guests of the Newport News and Hampton Railway Gas and Electric Company; this is a popular pleasure resort and bathing beach. They will have an opportunity to inspect the Hampton Normal and Agricultural Institute, the greatest school in the world for the education of Negroes and Indians.

The Newport News Daily Press says:

"This is a section rich in history as well as fertile lands and prolific waters. There are no better farm lands in the Commonwealth, and the seasons are such as to make them peculiarly valuable for trucking. We are eight days earlier on this side of the river than the trucking sections of Norfolk County. We have the greatest harbor on the Atlantic Coast, and two of the best harbors for small boats, one in Hampton and one in Newport News. And each of these small boat harbors is bordered by lands which make ideal sites for manufacturing industries.

"We have the greatest fort on the coast; the greatest school in the world for the education of Negroes and Indians; the best located Soldiers' Home; one of the best appointed winter and summer resorts; one of th best bathing beaches; we have the largest oyster and crabbing industries; we produce in the waters of Back River and on Hampton Bar oysters that are unexcelled in the world; we have a residential district along the entire water front that is not surpassed on the Atlantic seaboard; we have the greatest shipyard in the United States, the largest single industrial enterprise in Virginia; we have a steel coal pier which is the last word in structure and electrical equipment; we have two of the largest grain elevators, both of which are now in full operation and working to their full capacity."

* * *

FIFTEEN YEARS A SUBSCRIBER

Belle Plaine, Kansas, March 12, 1915.

Dear Father Herbert:—The National Printer-Journalist has been a welcome visitor to this office for over fifteen years and I would not try to get along without it. Find enclosed draft for the price.

Hoping to see you on the California Special.

Very truly,

J. BYRON CAIN.

FINAL DISPOSITION OF COST FIGURES—HOW THEY ENTER INTO THE GENERAL ACCOUNTING SYSTEM

The Sixth of a Series of Articles on Efficient Cost Keeping

By A. M. Burroughs, Burroughs Adding Machine Company

UP to this point we have taken into consideration the various elements that constitute cost of production, together with numerous modifications that arise under varying conditions.

First, we explained how wages are paid, then how inventories are taken, how raw stock is handled, how burden is distributed, and the kinds of forms used in keeping the cost records.

This naturally leads to the inquiry, "What is done with the cost figures after they have been collected?"

They must be posted either as debits or credits to certain accounts. Therefore, it is necessary to design a System of Distribution that will provide accounts to which all productive and non-productive labor, material, general and other expenses can be charged.

It should be arranged so that charges can be made against each department and also against any shop or production order so as to give an accurate analysis of cost.

All material requisitions and labor tickets pertaining to a production order should bear the order number, and on the labor tickets the department number should also be recorded. If the order is for plant repairs or betterments, both requisitions and labor tickets should bear the number of the department for which the improvement or the repairs are made.

By thus identifying the labor ticket or requisition for material with a job and department, it becomes comparatively easy to distribute the cost to the department account and to the job.

As has been pointed out before, it is absolutely necessary to draw a distinct line between the selling and manufacturing end of a business.

The cost to make goods is one thing, the cost to sell quite another, and if this fact is borne in mind from the outset a great amount of confusion will be avoided.

The following "Card of Accounts" is typical of a large manufacturing business and is so arranged that all accounts, including selling, manufacturing and general expense items, are segregated into their proper groups.

A "card" for a large business has been selected because it shows what is necessary for accurate accounting in big concerns and at the same time includes all of the fewer accounts which are necessary to smaller concerns.

For instance, out of the forty-one general accounts shown, a small concern could select possibly fifteen or twenty which would answer all its requirements. The first thing before establishing a set of account numbers, is to decide what departments and items you wish separate accounts for, and which ones naturally group themselves together under one account number.

Again, it is essential to make the system fit the business. Above all, when requirements change and new conditions arise, do not try to crowd expenses on one account number just because you have no other place to charge them. It is much easier to assign new accounts numbers and means more accurate, scientific results.

All of the general accounts shown on this card, that present any difficulty in understanding are described briefly, so that a little study of them should give the reader a very clear idea of what each one is intended to include and how it is used.

Card of Accounts

Capital Assets

1. Patent Account.
2. Good Will Account.
3. Real Estate and Building Account.
4. Special Tools Account.
5. Plant Machinery and Equipment Account.
   This includes all machinery, shafting, pulleys, bolts, standard bench tools, boilers, piping, ventilators, motors, etc.
6. Patterns and Drawings Account.
   This includes all patterns, drawings and blue-prints necessary to the manufacture of the product.
7. Inventions Account.
   This includes cost of experimental work and development of new features.
8. Factory Furniture and Fixtures Account.
   This includes all furniture, fixtures and apparatus necessary to the factory.
9. Office Furniture and Fixtures Account.
   This includes all articles of this nature pertaining to the general office equipment.

Factory Inventories.

10. Raw Material and Supplies.
    This includes raw stock, millwright and small tool stores, packing cases, etc., which may be treated as separate accounts where the nature of the business demands it.

11. Finished Parts Account.
This includes all finished stock and accessories which can be treated as separate accounts when necessary.

12. Miscellaneous Inventory Account.
This includes scrap, inventory adjustments, dismanteled machines, etc., which may also be treated as separate accounts.

13. Work in Process Account.
This includes all parts and sections of a product that are in process of construction, together with all labor and material expended on them.

14. Experimental Work in Process.
This account includes all labor and material expended on experimental work.

Factory Operating Accounts.

15. Operating Expense Accounts. (Distributed over all Burden.)
These accounts consist of such items as building and machinery expense, electric light, power, and heat, a separate account being kept for each.

16. Factory Production Expense Accounts. (Distributed over all Production Department Burden Accounts.)
These accounts cover such items as inspectors' school, finished stock, stock order and standard departments.

17. General Factory Expense Accounts. (Distributed over all Burden Accounts.)
These accounts cover factory managers and janitors, receiving and raw stock departments, tool supply department, printing and stationery, drayage and miscellaneous freight and express.

Under each of the Factory Operating Accounts are the following sub-accounts: Salaries, labor supplies, repairs, light, heat, gas, furniture and fixtures, insurance, taxes, etc.

18. Repair and Construction Burden Accounts.
Those accounts cover such items as millwright and carpenter departments, tool designing, inventions, tool and pattern making, experimental work, etc.

19. Manufacturing Department Expense Accounts.
These accounts cover all the various manufacturing departments, testing, inspecting, cleaning, assembling, polishing, japanning or painting and shipping departments.

20. Pay Roll Accrued Account.
These accounts cover expenses for the president, general manager and assistant, together with expenses for the various administrative departments.

Under each of the Manufacturing Department Expense accounts are sub-accounts for salaries, non-productive labor, supplies, repairs, light, power, gas, heat, overtime allowance, etc.

21. General Ledger Account.

Inventories of Finished Product.

22. Finished Product at Factory Account.
23. Finished Product with Agents' Account.
24. Models Account.
25. Advertising and Stationery Stores Account.
26. Accessories to Product Account.

Current Assets and Liabilities.

27. Accounts Receivable Accounts.
These accounts cover agents' accounts, miscellaneous personal accounts, reserve for doubtful accounts, accrued interest, etc.

28. Bill Receivable Accounts.
These accounts cover bills receivable and reserve for doubtful notes.

29. Cash Accounts.
These accounts cover cash in bank, petty cash, postage fund, paymasters' fund, etc.

30. Capital Stock Accounts.
These accounts cover capital and unissued stock.

31. Accounts Payable Accounts.
These accounts cover such items as audited and unaudited vouchers, accrued taxes, bills payable, prospective commissions, cash on unfilled orders, etc.

32. Surplus Accounts.
These accounts cover profit and loss, surplus and dividends.

Sales and Cost of Sales.

33. Sales Accounts.
These accounts cover sales of the product and accessories, together with cancellations and exchanges.

34. Cost of Sales Accounts.
These accounts cover all costs for selling the product and its accessories.

35. Other Income Accounts.
These accounts cover the income from such sources as rents, interest, and miscellaneous income.

Selling and Distributing Expenses.

36. Commission Account.
37. Repairs Account.
38. Allowance Account.
39. Freight and Express Account.
40. Selling Expense Account.
These accounts cover all expenses incurred for general sales department, agencies, advertising, etc.

There are sub-accounts for each of these accounts, such as salaries, supplies, postage, traveling expenses, telephone, telegraph, taxes, insurance, rents, conventions, etc.

General and Administrative Expenses.

41. Administrative and General Office Accounts.

There are sub-accounts for each of these to cover officers' salaries, office salaries, supplies, postage, heat, light, power, taxes, insurance, depreciation, repairs, traveling expenses, donations, janitors, etc.

Where sub-accounts are used it is customary to number them from "1" upwards and to designate them by writing the general account number followed by a dash and the sub-account number.

Thus, referring to the "Card of Accounts" at the division headed "Factory Burden Accounts," the salaries paid in the manufacturing department would be designated by Account No. "19—1," the "19" refers to manufacturing department, and the "1" refers to "salaries," which is the first of the sub-accounts.

Since the factory department of a manufacturing business is a very important part of the establishment, it is customary to segregate all items pertaining strictly to the factory into a factory ledger. This ledger is divided into groups of accounts adapted to the line of business for which it is used.

For the purpose of illustration, the following outline of a typical factory ledger is shown. By careful study it will be seen that several of the accounts in this factory ledger correspond to the factory accounts mentioned in the general "Card of Accounts." All other accounts for the selling and administrative end of the business are kept in the general ledger or ledgers.

Factory Ledger Accounts.

Group 1. Controlling Account. General Ledger.

Group 2. Raw Stock and Supplies Account.
- a. Raw Stock Stores.
- b. Millwright Stores.
- c. Packing Cases.
- d. Small Tool Stores.

Group 3. Finished Parts and Stock Account.

Group 4. Work in Process Account.

Group 5. General Expense Account.
- a. Building Expense.
- b. Machinery Expense.
- c. Electric Light and Power.
- d. Gas, Fuel and Lighting.
- e. Heating.
- f. General Tool Expense.

Group 6. Repairs and Construction Department Burden Accounts.
- a. Machine Shop.
- b. Tool Making Shop.
- c. Carpenter Shop.
- d. Pattern Shop.
- e. Electric Shop.

Group 7. Production Department Burden Account.
- a. Milling Machines.
- b. Screw Machines.
- c. Punch Presses.
- d. Drill Presses.
- e. Assembling.
- f. Erecting.
- g. Inspecting.

Group 8. Shipping Expenses.

The factory ledger bears the same relation to the general ledger as the various other subsidiary ledger or accounts bear to the general ledger.

In a small concern the various subsidiary accounts, including the factory ledger accounts, may be sub-divisions of the general ledger, although it is generally desirable to have a separate ledger for factory accounts.

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VICTORIA, B. C., INVITES THE EDITORS

Board of Trade Building, Victoria.
Victoria, B. C., Canada, February 20, 1915.
Registered Letter.

B. B. Herbert, Esq., Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—We know your Association is going to California. We want you to come to Victoria. We have never known a crowd yet that has been to Victoria and was not eager to come back again.

We have a city and surroundings altogether different from anything else on the Coast. We should appreciate very much having the members of your Association stop a day in Victoria, and we think that you would be well repaid for any extra time devoted to your tour. When you visit Victoria from California you have the opportunity of seeing Portland, Tacoma, and Seattle on your way.

It is too bad to come to the Coast and not see all of it, for the Pacific Northwest is altogether different from California, as different as California is from the East.

Will you come? Will you please arrange for most of your members to come?

I am forwarding you by this mail half a dozen copies of our little booklet, just giving you a slight idea of what our City looks like.

Yours faithfully,
HERBERT CUTHBERT,
Commissioner.

DUTY OF COMPETENT PHYSICIANS TO ADVERTISE

One beneficial service that is being performed by progressive advertising clubs, with their advanced code of ethics and their views of advertising as a useful service to the purchasers, seems to be that of reaching even the regular physicians and freeing them from their antiquated tradition as to advertising being unprofessional.

A recent meeting of the Lancaster, Pa., Advertising Club was addressed by Dr. V. W. Dippell, a Professor of Franklin and Marshall College, on the subject of "The Psychology of Advertising." The Leader of Pittsburgh states that:

"After he had elucidated many of the theoretical principles of this business topic, Dr. Donald McCaskey, a country doctor with high ideals, arose and said:

"I wish that every member of my profession could have been present here tonight and heard this topic discussed in so fair and so square a manner. It would serve to add still another step in our medical advancement towards helping the public to help itself in health matters.

"The average physician believes in advertising and in psychology, and he studies both of these subjects to the best of his ability. But there comes along the old and powerful traditions of my profession against advertising. We used to discountenance and forbid anything labelled 'advertising' because it was considered nothing but quackery and fake and the vaporings of the mountebank. Those were the days of P. T. Barnum and before clean-brained, strong-hearted students had begun to seek after the truth about psychology and its method of presentation.

"At the present time the medical profession is undergoing a change of heart. The first demand made upon a doctor is proof as to whether or not he is honest and courteous. If he is the type of a man and a scientist, his field for advertising is limited only by the boundaries of the earth, for nowadays the newspaper travels everywhere.

"Wherever a medical man can widen the scope of his usefulness by the employment of modern efficiency methods, if he is a real, earnest, red-blooded student he will take a step in advance of our grandfathers and lay hold of psychology and advertising technique in the same spirit that we have shown in applying our knowledge about bacteria, germ diseases and the prevention of illness.

"I believe with all my heart in clean-cut advertising based on Professor Dippell's type of Psychology, and the quicker every physician in our United States learns to follow the good advertising examples of Dr. Samuel G. Dixon, our Pennsylvania State Health Commissioner, and of Dr. John B. Murphy of Chicago, former president of our American Medical Association, the better for the health of the American man and his wife and children."

UNITED TYPOTHETAE AND FRANKLIN CLUBS NEWS

March 18, 1915.

The Blank Book Division Mailed to Users of the Standard Price List.

The Price List Committee recently met at the National office of the United Typothetae and Franklin Clubs of America, Chicago, to give final approval to the new Blank Book and Ruling Division, and early in March this new division, consisting of eleven pages of tabulated and other data, together with all the necessary instructions for its use, was mailed to the users of the price list. This latest addition to the Standard Price List makes possible the easy computation of the selling price of a blank book of any description, or a ruled job of any combination of down and faint lining and should receive a hearty welcome from those printers who have heretofore lacked information of such a reliable kind covering this class of work.

In addition to the above mentioned section, several pages have been revised and new matter added. Other revisions are contemplated in the near future. As a most reliable guide to what should be the selling price of the printed product, the Standard Price List is unique, and that printer who is not now profiting by its use should learn more of it, and the other advantages of membership in the United Typothetae and Franklin Clubs of America. This book is but one of the many helpful features of service of that organization.

* * *

F. W. Fillmore, Cost Expert of the United Typothetae and Franklin Clubs of America has completed a month's work of auditing cost and accounting systems for the members in Richmond, Va., and on March 15th resumed similar duties at Washington, D. C. The many plants in the various parts of the country, having this work done, indicate that printers are devoting much more time and attention to the study and application of cost and accounting principles.

* * *

Several new members have been added to the United Typothetae and Franklin Clubs of America from the state of Kentucky during the past few weeks, through the efforts of Fieldman C. L. Jones, who commenced his work in that state on March 1st. His itinerary carried him eastward from Louisville, visiting Shelbyville, Frankfort, Lexington, Danville and other places. Many printers of that state have indicated a willingness to co operate with the fieldman in his work of organization

* * *

Field Auditor M. J. Beckett of the United Typothetae and Franklin Clubs of America completed his work in Grand Rapids and Battle Creek, Michigan, the first week in March, and is now visiting the members in Detroit It is expected that Mr. Beckett's stay in Detroit will be quite prolonged, inasmuch as the Typothetae in that city has the distinction of being the largest affiliated local body, and consequently the expenditure of considerable time will be necessitated that he may be enabled to call upon and properly render service in each instance The interest of the members in this work has been very pronounced, which indicates further progress in the printing industry.

* * *

The Indianapolis School of Printing will conduct an eight weeks' summer course in printing. The course will specialize on standard methods and operating sys-

tems. Instructors in trade schools throughout the country who desire to prepare themselves more thoroughly for instruction in the printing trade, will profit by taking this course during the summer months. Any information regarding the proposed course may be secured by addressing the superintendent of the school, Mr. T. G. McGrew, 1500 East Michigan St., Indianapolis, Ind.

* * *

A local Typothetae of ten members was organized at Fort Wayne on March 10th, by Fieldman W. C. Parsons. The new organization is known as the Master Printers' Association of Fort Wayne. After completing the work at Fort Wayne, Mr. Parsons spent a few days at the National office in Chicago, en route to new work.

* * *

During the second week in March, Pacific Coast Representative Jos. A. Borden of the United Typothetae and Franklin Clubs of America started on an extensive itinerary, which will take him through the states of Montana, Idaho and the eastern part of Washington. Organization work in the state of Washington has been very successful since the first of January, a large number of members have been added, due to the work of Mr. Borden.

* * *

Bindery Production Records Asked For.

All members of the United Typothetae and Franklin Clubs of America are asked to assist in the work of the compilation of accurate information covering cost of production in bindery work now being carried on by the National office. To make the work as convenient as possible for the members, the Price List Committee has prepared special blanks for this work which will be forwarded to each member upon request. Each member having information of this character should bear in mind the responsibility that rests with himself to make the results of these investigations as accurate and reliable as possible.

* * *

Style of U. T. & F. C. of A. Bulletin Changed.

Several alterations have been made in the style of the BULLETIN, the official organ of the United Typothetae and Franklin Clubs of America, and the March issue was the first to reach its readers in the new form. The shape of the BULLETIN has been changed to a more convenient size, which departure represents the initial step in the adoption of suggestions submitted by members towards making the publication more serviceable to its readers.

The policy of the BULLETIN is, in so far as possible, to convey matters pertaining to organization work to the members of the National Association, and especially feature articles on management from an educational standpoint.

* * *

Conference Board on the Training of Apprentices.

During the past month the United Typothetae and Franklin Clubs of America became a member of the Conference Board of the Training of Apprentices, a body closely related to the Conference Board on Safety and Sanitation, which is composed of a number of National Associations. This affiliation will undoubtedly be of much value and assistance to our own Committee on Apprentice Training, for it is the purpose of this Conference Board to deal with the important industrial problem of trade education.

ADVERTISING CO-OPERATION AND GOOD-WILL

Instead of merchants having in view the getting of business from one another by advertising and exploiting claims that they give better bargains, it has been suggested that much more wisdom would be shown by hearty, intelligent coöperation in advertising campaigns for the benefit of prospective purchasers who need helpful information as to judicious buying that would be beneficial for themselves and their families. It is urged that such advertising would aid wonderfully toward the building up of a city's business and would promote confidence and good-will. To create a larger volume of needed or useful purchases and to share in this increase of business with the rest of the community, certainly seems more attractive, even in business, than the cutting of prices, and sowing seeds of distrust in striving to injure or get away with the business of competitors. A getting together in effective, honest, helpful publicity, as well as in purchasing and distributing, would tend to economy and efficiency, and help to wipe out that ugly kind of competition that spells bankruptcy to the competitors, and in the end results in loss to communities, financially as well as morally and socially. There are few things worse than the lowering of the standards of business integrity or the destroying the faith of the people in the honesty and square dealing of the business men—the men of affairs and of deserved social and business influence and standing. Distrust drives business away. There is nothing better than to have honest competitors in business and to have the people believe in their honesty. Distrust is a contagious disease. Newspapers can do much toward promoting friendly coöperation in advertising. The plan has been successfully carried out in many places and merchants' associations are promoting the plan.

Above all, the press should work for a condition of mutual confidence and good-will among business men and between the business men and the buyers of goods. It is the way to keep business at home and to create new business.

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FRENCH FIRM WANTS PRINTING TRADE CONNECTIONS

French firm, ten years' experience in Paris with large connection in printing trade, would join agency with or without stock for France. Papers, supplies, machinery, etc., for Engravers, Printers, Stationers and Booksellers.

Apply to Boehers and Dubois, 6 and 8 Cour des Miracles, Paris 2è.

PRINTERS' EXHIBITION

PRINTING is one of the fine arts, but more, it is the promoter of the arts and trades, of manufacturing, of improved and efficient production and of business of the civilized nations, social, well-being and good government. An exhibition of printing has a double interest, first that coming from its artistic side, in which it has come to be a rival of the artistic products of the painter's brush, and second, its adaptability and its great productive service to all crafts and callings and as the greatest agency for increasing exchange or trade.

For these reasons nothing but the highest good can be predicated from the general inauguration of exhibitions of printing in the different cities.

In speaking of the exhibition arranged by the Ben Franklin Club of Indianapolis—composed of members of about fifty printing firms of the city—the Indianapolis News quotes President R. D. Hardy as saying:

"There is the same justification for a printers' show, that there is for a motor car show. Printing is undergoing a rapid evolution, and each year sees new developments."

He might have well said that there is double the reason for a printers' show that there is for a motor car show. Interest in motor cars extends only to those who use them, unless it might be said that those who are compelled to dodge joy riders or motors of high speed on crowded streets, have a vital interest. Motors promote no business except that of transporting persons or goods.

It is stated that examples of the best engraving and electrotyping, as well as the most artistic accomplishments in paper making, were exhibited as well as everything artistic produced with type and ink and many processes of engraving. Color work was shown, and plain printing ranged from a simple letter or business card to large catalogues and books.

Such exhibits give a stimulus to good printing and should increase demand through showing what can be accomplished by printing in the way of increasing the business of the users. These should be made schools for buyers of printing as well as for the printers themselves. Nearly fifty years ago, in an address at a county agricultural fair, we urged upon the farmers that every exhibit should be accompanied by a clear statement of how the superior product shown was produced and that there should be, at certain times each day or evening, explanations and discussions of methods. This was before the days of farmers' institutes and when agricultural colleges were fewer than now are schools of typography. Institutes of printing in connection with every exhibition would be of great value to the members of the craft as well as to all users of the products.

It would certainly be a great thing if not only all printers but all business men understood the highest possibilities of the art and the "why" of good printing as against botchy or inartistic work.

* * *

EXHIBITION OF MODERN POSTERS

Worthy Imitation by Other Cities

An exhibition of foreign and American posters will be given in the galleries of the National Arts Club, 119 East 19th St., New York, from March 27th to April 10th. This elaborate display of posters includes characteristic designs from Belgium, Germany, Japan, England, Russia, France, Italy, Holland, Spain, Switzerland and the United States.

The opening of the exhibition will be marked by a dinner and meeting of the American Institute of Graphic Arts on Friday evening, March 26th, at which addresses will be made by Professor Arthur W. Dow, Mr. C. Matlack Price and Mr. Robert Frothingham, on the subject of "Posters."

A joint meeting of the American Institute of Graphic Arts and the National Arts Club will be held Wednesday evening, March 31st, at which a stereopticon lecture on "The Making of a Poster" will be delivered by Mr. Arthur Wiener.

* * *

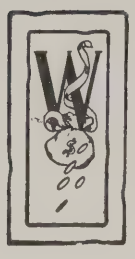
DEVIL MUST NEEDS BE MONKEY IN THIS SHOP

University of Washington, March 22.—Students in the department of journalism who find mastery of "the case" anything but easy listened with some awe to Hugh G. Ball, who was a visitor at the University Daily office on the campus last week. Ball was describing a "font" of type in his newspaper shop. The font covers the entire side of an unusually large room, and the compositors have to use ladders to reach all boxes of the case.

Of course, the answer is: Oriental. The newspaper is the Japan Herald, a morning daily in Yokohama, half of which is printed in English and half in Japanese. The English portion is set up on a battery of Linotypes, but native printers are employed to compose the Japanese section, which comprises telegraphic news from other countries and local news. The local matter is supplied by a native editorial force, which also translates the English cable news.

The great number of characters in Japanese necessitates a very large case for each font of type, of which there are several. A certain character was used lately for the first time in four years. The idiographs and variations of the language call for separate fonts, and provision must be made for the illiterate classes, who cannot read the language of the educated Japanese.

THE CAMPAIGN AGAINST FAKE ADVERTISING



E do not wish to neglect constant commendation in the National Printer-Journalist, of the intelligent and useful war that is being waged by the able members of the Educational Committee of the Association of Advertising Clubs of the World against fake advertising and frauds in business through false or exaggerated statements.

At a recent Publicity Men's Meeting in Pittsburgh, Llewellyn E. Pratt, chaiman of the Educational Committee, is reported by the Chronicle-Telegraph as saying:

"It is the purpose of the vigilance committee to put the advertising fraud and fakir out of business. In some instances local advertisers have in some manner obtained the idea that the vigilance committee is a sort of white cap or night-rider organization which is seeking to despoil legitimate business. Nothing can be further from the truth. The fly-by-night concern that rents a room for a month and advertises unheard-of bargains is a menace to local business concerns and the vigilance committee renders the community a service by closing up such fakirs."

The speaker paid a high compliment to the newspapers for their efforts toward bringing advertising to its present high and efficient plane. He objected to the prevailing advertising of bankrupt sales which he said are known to be made to order. He said such advertising and such sales hurt business. He admitted many offenders against truthful advertising were merely ignorant and that advertisers of such nature found that misrepresentations in their advertisements reacted against them.

"Such advertisers have appreciated the efforts of the vigilance committee in pointing out these facts. This is the line the vigilance committee urges local committees to pursue. Then there is need for such work in every community."

From experience, we know that in the past newspapers have had some excuse for accepting the kind of advertising so justly condemned by Mr. Pratt. Home merchants too often through ignorance or through being unconscionable "tightwads," neglected the home newspapers, forgetful of all the services being constantly rendered to home business and home institutions. When the fakirs come along with open purses, ready to pay liberally for advertising space in the local papers, publishers partly from pressing needs and partly from a feeling of the injustice that had been done them through refusal of business that would have won full returns to advertising patrons, fell through the temptation of ready cash, good rates and liberal patronage from those who, however dishonest in their announcements understood the value of space in the home papers. Of course the non-advertising business men complained, but they had no claim on the publishers. They had failed to use that for which the traveling "fly-by-night concerns" were paying liberally. They had degraded by contemptuous treatment and beggered by non-support those who had been ready to serve them loyally and when these yielded to kind, appreciative treatment by the fakirs, they growled and protested without any justification on their part. It was easy, too, for the mistreated and neglected publishers to justify themselves as to their subscribers, on the plea that those who expected to get goods at "unheard-of bargains," for less than value or cost, were afflicted with the virus of dishonesty to the same degree as the fakirs who claimed to sell medchandise at a loss.

Present-day merchants are becoming more enlightened and the teaching of the splendid ethical code of the advertising clubs is making them more honest and considerate of the rights of others—fairer in their views of their own obligations and more appreciative of the value, if not of the duty of generous publicity as to things in which they are able to be of service to customers. Let the good work go on that the latter days may be better than the former days.

* * *

"NATIONAL PRINTER-JOURNALIST HAS PLAYED AN IMPORTANT PART IN A PUBLISHER'S EDUCATION."

The Patriot, Carrollton, Ill., March 19, 1915.

Dear Father Herbert:—I have delayed remitting for my subscription because I wanted to include with it a suitable "card of thanks" for the nice things the N. P.-J has said about The Patriot and myself in recent issues. I took pleasure in copying the comments in my paper, and of course crediting them to the leading trade magazine in the publishing field.

I do not always get time to read everything in the good old N. P.-J., but there is never an issue that I do not turn every page and eagerly scan for the things that will fit my case. I have been learning the newspaper business now for thirty-three years at my own expense, and I want to say that the National Printer-Journalist has played an important part in my education. And I expect it to continue as my "guide, philosopher and friend" until I graduate. I enclose check for four dollars, which will put me ahead to February, 1917, I believe. I am looking forward with great pleasure to Los Angeles in June and hope to meet you there.

Fraternally yours,

CHAS. BRADSHAW.

SIXTH ANNUAL JOURNALISM WEEK AT UNIVERSITY OF MISSOURI

By Charles G. Ross, Associate Professor of Journalism, University of Missouri, Columbia, Mo.

IVE days of newspaper, magazine and advertising shop talk, flavored with a variety of entertainment, is on the bill of fare for the Sixth Annual Journalism Week at the University of Missouri, at Columbia, May 3 to 7, inclusive. While the program will be largely "Made in Missouri," there will be notable speakers from other states.

The week will be a time of home-coming for Missourians who have gone into newspaper work and allied callings in other states. "Charlie" Grasty, for example—Charles H. Grasty of the Baltimore Sun—who used to be managing editor of the Kansas City Times, and is known to newspaper workers all over Missouri, will come back to talk on, "Tendencies in Modern Journalism." Mr. Grasty recently was called to Europe on a war mission, but he writes that he will be back in time to fill his engagement at Columbia.

Virtually every phase of newspaper work will be represented by speakers. The advertising and circulation fields, the trade press, the religious press, illustration, efficiency methods, the editorial problems of both the city and the country newspaper—all these will be taken up in formal lectures and in round-table discussions.

Three hundred visiting newspaper workers from Missouri and other states, including many women, attended the session last year, at which Colonel W. R. Nelson of the Kansas City Star made his famous long-distance telephone speech—the first public address of his life—from his office in Kansas City to a crowd of 2,500 in the University of Missouri Auditorium. This year it is expected the 300-mark for visitors will be largely exceeded.

The entertainment for the week will by no means be given over wholly to speaking, but will include a banquet given by the Commercial Club for the visitors, a dinner for the Missouri Writers' Guild, which will be organized during the week; automobile tours, a baseball game at which the visitors will be guests of the University's athletic department, regimental parades by the University cadet corps, a dinner for the journalism students' fraternity, Sigma Delta Chi, which will have delegates here from several universities, smokers for the men and receptions and teas for the women, who will be entertained by the girl students in the School of Journalism.

The week will open Monday, May 3d, with an address by Dr. Henry S. Pritchett, a native Missourian, now president of the Carnegie Foundation for the Advancement of Teaching. He will speak on, "The Newspaper and the Public." The closing address, Friday night, May 7th, will be by Chase S. Osborn, former governor of Michigan, a newspaper man, on, "The Journalism that Serves." Between these two speeches there will be lectures on a multiplicity of topics relating to newspaper work. Here are some of the speakers, with their subjects. Others will be announced later:

Robertus Love, of the St. Louis Republic, "Newspaper Poetry"; John A. Sleicher, editor of Leslie's Weekly, "Delusions Affecting the Press and Public"; Fred R. Barkhurst, managing editor of the St. Joseph Gazette, "What the City Paper expects of Its Editorial Writers"; W. E. Williams of the Kansas City Journal, "The Reporter in the City"; Ramsey Benson of Wishart, Mo., magazine writer and former Minneapolis newspaper man, "Humor in the Newspaper"; A. B. Chapin, cartoonist of the St. Louis Republic, a "picture talk"; F. G. Cooper, of Collier's Weekly, "The Work of the Cartoonist"; Judge Henry Lamm of Sedalia, former chief justice of the Missouri Supreme Court, "The Newspaper and the Law"; Tom Stout, member of Congress from Montana and a newspaper editor, a home-coming Missourian, "The Country Newspaper"; B. E. Bradley, general manager of the St. Louis Post-Dispatch, "The Making or a Metropolitan Journal"; Betty Boyd of the St. Louis Republic, "City Journalism as a Field for Women"; Karl Walter, of the Kansas City Star, "Dramatic Criticism"; George B. Dealey, manager of the Dallas and Galveston News, "The Newspaper, Its Revenue and Its Policies"; John Clyde Oswald, editor of the American Printer of New York, "The Making of a Newspaper" and an illustrated night lecture on Benjamin Franklin; C. L. Hobart of the Holden (Mo.) Progress, "Efficiency in Newspaper Production"; B. Ray Franklin of the Russellville (Mo.) Rustler, "Making the Newspaper Pay in Money"; Bernard Finn of the Sarcoxie (Mo.) Record, "The Editorial in the Rural Newspaper"; A. C. McGinty, president of the Neosho (Mo.) Ad Club, "Co-operative Advertising as Handled by the Small-Town Club"; W. F. Mayhall of the Bowling Green (Mo.) Times, "The News in the County Paper."

This year for the first time the religious press will be represented. An invitation to speak has been accepted by the Rev. Father D. S. Phelan of St. Louis, editor of the Western Watchman, a Catholic publication noted throughout the country for its outspokenness. Father Phelan, who this year celebrates his golden anniversary as an editor, will talk on, "Fifty Years of Church Journalism." Arrangements are being made for speeches by editors of other church publications of various denominations.

The trade press of the state will be represented by Flint Garrison, editor of the Drygoodsman of St. Louis, who will be here to help organize a permanent Missouri Trade Press Association.

Another association which it is expected will be formed during the week is that of the state advertising clubs. A call for an organization meeting has been sent out by the Neosho Ad Club. Other organizations to meet at Columbia during the week are the Missouri Press Association, the Association of Past-Presidents of that body, the Missouri Women's Press Association and the Missouri Associated Afternoon Newspapers.

Of special interest to country publishers and owners of job printing plants will be a series of four addresses by E. K. Whiting, manager of the Journal-Chronicle of Owatonna, Minn., an authority on business-office systems for the small newspaper. He will talk on cost-finding, accounting, efficiency and related topics.

* * *

PIONEER EDITOR REMEMBERED.

In the building of the School of Journalism at the University of Montana there hangs a portrait of Captain James Hamilton Mills, the pioneer editor of Montana. The portrait was presented to the school by Joseph Smith, II., editor of the Silver State, Deer Lodge. Upon the occasion of the presentation last week, Mr. Smith delivered an address to the journalism students. His theme was, "Loyalty," and his address was based upon the life and work of Captain Mills. Colonel Frank Brown gave a reminiscent talk and President Craighead of the University spoke briefly.

AN ALL-ROUND QUALIFIED EDITOR OF A HOME PAPER

The Indianapolis Star is running in its magazine section a very instructive "History of the Press of Indiana" by Dr. Logan Esery. It contains very much of valuable, political history. The idea could very profitably be carried out by newspapers in other states.

On the same page with the record of the newspapers of the past, in a recent issue, we find, under the title of "Who's Who in Indiana Journalism"—which indicates the plan is to bring the record down to include the present—a sketch with portrait of one of Indiana's successful newspaper men, Oscar H. Cravens, whose all-round qualifications for the conducting of an up-to-date home paper are made clear.

He is the owner and publisher of the Bloomington Indiana Daily World and Weekly Courier. It is stated that he is one of the oldest of the young editors, having been actively engaged in the newspaper business for twenty-four years. Like many other editors and public men of the Nation, he first taught school after his graduation. After following teaching for three years, he started a printing office in Bloomington in 1891 and the following year established the Daily World, which is said to be one of the best paying country dailies in the State and for the following, among other reasons enumerated, in the brief biography:

He is honest and sincere in all his newspaper work and has the confidence of his subscribers; has a "Sunny Jim" disposition and is noted for his ready wit and sparkling humor. His after-dinner speeches are features of the Commercial Club banquets and other public events. He is interested in church work and serves as a deacon and trustee in the First Presbyterian Church.

He was married fifteen years ago to Miss Bertha Miers, daughter of Judge and Mrs. Robert W. Miers. His father is W. R. Cravens of Clayton, Ind., a retired merchant. The Cravens family of three sisters and four brothers are prominent in the social and political affairs of the state. Mrs. Samuel M. Ralston, wife of the Governor of Indiana, was formerly Miss Jennie Cravens, a sister of Oscar Cravens.

He is a Past-President of the Indiana Democratic Editorial Association and was among the first of the Indiana postmasters appointed by President Woodrow Wilson, and assumed his duties in Bloomington's handsome new Federal Building in June after the President's inauguration. It has been frequently said that Mr. Cravens works for the government, and does not "work" the government, as he attends strictly to the duties of the postoffice and is on duty more than the required hours each day.

LEWIS C. GANDY WITH THE RANDALL COMPANY, ST. PAUL

Announcement has been received that on March 1st Lewis C. Gandy resigned the editorship of The Printing Art, of Cambridge, Mass., to become connected with the Randall Company, of St. Paul, Minn.

While still a young man Mr. Gandy is one of the best known men in the printing and advertising fields, few men possessing a wider acquaintance among prominent printers and buyers of high grade printed advertising. During the four years Mr. Gandy had charge of The Printing Art he made that publication as well known abroad as it is in the United States and Canada, bringing to the task a thorough knowledge of the technicalities of printing as well as of advertising, coupled with a highly developed artistic taste and facile and brilliant pen. It is well within the truth to say that the writings of no man in the printing or advertising fields have been more widely quoted, both at home and abroad, than the editorials and special articles Mr. Gandy wrote for The Printing Art.

Mr. Gandy has also been conspicuous for the public spirit he has displayed in all matters pertaining to the printing industry. Previous to his connection with The Printing Art he for some time had editorial charge of The Master Printer, of Philadelphia, and by his forceful writings did much to further the cost movement in the printing industry. We also found time to devote considerable attention to the problem of educating apprentices in printing offices, having repeatedly dwelt on this subject in articles appearing in the various printing trade magazines.

Previous to his entry into the printing magazine field Mr. Gandy was connected with the Lanston Monotype Machine Company, of Philadelphia, overseeing the designing of the type faces for the Monotype machine, and later being connected with the selling and advertising departments of that corporation.

Before going with the Monotype Company, Mr. Gandy held executive positions with several high grade printing offices in various cities. His knowledge of printing and advertising problems is therefore in no way theoretical, but is based on long experience. It is because of this fact that his writings on these subjects have always been accepted as authoritative by those conversant with the problems with which he is so familiar.

Mr. Gandy's new connection is with a firm to which his many qualifications are well adapted, the Randall Company being one of the best known high-grade printing establishments in the country. His new duties will not only give him direct charge of all the work passing through this plant, but he will also have the management of a new department especially created for that purpose, to be known as the Randall Advertising Service Bureau. It is the intention of this department to plan and execute advertising campaigns from the inception of the idea to its completion. Mr. Gandy's knowledge and experience, together with his ability as a writer of advertising, coupled with the efficient organization and superb mechanical equipment of the Randall Company, giving this department many advantages over the ordinary advertising agency or the average printing office. It is safe to say that the clients of this new department will secure printed advertising of an artistic quality and a degree of effectiveness never before offered to the printing buyers of St. Paul and surrounding territory.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

JOHN WANAMAKER (of whom you have heard) had a large advertisement in the Philadelphia papers some time ago headed, "An Address from the Furniture Store to Its Friends." The sub-heading of the advertisement is as follows:

"On this 'Day of Courtesy' when all the August furniture sale stocks are ready for you to see and make selections from."

It seems to me that the retroactive idea that would be conveyed to the minds of a great many readers would be that this was a special day on which Mr. Wanamaker's store was going to show courtesy which would cause unfavoring comparisons with other days. I think this would be particularly brought to the minds of any who had a real or fancied grievance against the Wanamaker store in the matter of courtesy. I have never bought anything at either the Wanamaker store in Philadelphia or the one in New York, but once, and although I have freely commended their advertising whenever I thought it was excellent—and of course, being an apparently fair-minded person—have likewise told them where I believed they were wrong, whether I was sure as to my judgment or not. But about fourteen years ago I bought a pair of scissors in the Wanamaker store that were recommended to me very highly by the saleslady. Those scissors did not come up to the recommendation, and I felt "sore" on the Wanamaker store ever since. I have to admit that I am unjust in allowing this chance sale, which was probably not the fault of Mr. Wanamaker himself, have such an influence on my future trading. But if I, who am generally fair-minded, was caused by just such a small "fly in the ointment" as this to be prejudiced, now what must be the effect on other people whose minds are constituted like my own, or who are even more finnicky? I think that there is a good deal of the psychology of advertising in this. I once heard a discussion before a "Summer School of Science" by a learned psychologist. I had an idea that what he said was pretty good; in fact, I listened with awe when he spoke of the sense centers and a great many other things that sounded well, but as I have since come to believe, are merely names; an example of what has been termed by a great English statesman as a dysentery of words with a constipation of thought. Later the president of this school,who has a wide reputation as a great thinker and educator, rose and said with, to my mind, possibly less courtesy than could have been expected from him, that he had listened to this and the other addresses that had been delivered on that occasion, and had hoped to learn something new about the science of psychology. He had, however, come to the conclusion that the most important thing that was taught on phychology in colleges by psychologists was that it was spelled p-s-y-c-h-o-l-o-g-y. I was a callow youth at the time, and I must confess that I did not know that what he said was by no means quite as apropos of nothing as the other addresses. I have come to think since that time that very nearly all of what is taught about psychology is buncombe. One reason is that the very word is not understood—"psyche" is Greek for "soul," not for "brain." The Greeks were the originators of the science, and Plato, Aristotle or Socrates could give cards and spades to almost any modern writer on the subject, not excepting some of the learned writers and speakers who analyze advertising from what they consider a psychological viewpoint, but who are scarcely as well posted on what is termed human nature" as those who have had more to do with folks.

In a small heading half-way down a panel of the advertisement it is explained what was meant by the day of courtesy. After the statement, "This is not the day of the sale but the 'Day of Courtesy,'" the following sentence is used: "It is so that our friends may have full opportunity to see the displays all intact spread out over six acres, and may make selections in advance, that we have everything ready today." This seems to be crowding the mourners. It is really a very lame excuse for the sentence quoted at the top of the page.

There is a story, ancient but still pertinent,

of a tailor who opened a store on a street in St. Louis or otherwhere, who put on his sign, "The Best Tailor in this City." Another tailor across the road, seeing this advertising on the part of his competitor, put up a sign, "The Best Tailor in America." Still another tailor in the vicinity put up on the sign under his name, "The Best Tailor on This Street." This humorous expression on the part of this tailor caught the public fancy so much that it was a very appreciable asset to his business and it was the beginning of his doing the biggest trade of any of the three tailors.

I do not approve, as a general rule, of mentioning a competitor in an advertisement, I agree with a good many advertising authorities that there should be nothing intended to be invidious to anybody in an advertisement because such diatribes are likely not only to bring sympathy but trade to that competitor. However, the fact remains that if you say in your advertisement that your product is the "best" you are really saying something against all your competitors. However, some of the best ads I have ever seen have come out right snapjack against competitors. This is being done in business day by day. The salesman that comes into your office says something against his competitor. If you ask him what is the difference between his product and some other one that you have been buying at the same time, he has to say it with a good deal of tact and discretion, of course, but that is part of the business of a salesman and it is likewise sometimes the part of the business of an advertisement. A great many people say that an advertisement is simply salesmanship in print. I think this is not a good definition, although I may have originated it myself. But I am wiser than I was in the early days of modern advertising.

Let us see—I think I was talking of Wanamaker and his competitors. I think if I were Gimbel Brothers or Strawbridge & Clothier, or some other of these concerns that gave Mr. Wanamaker such a splendid write-up in their own advertisements at the time he did that grand advertising stunt of bringing President Taft to his store—and yet, in friendly rivalry, still managed to get in a little something about Mr. Wanamaker's not being the only rock in the ocean—that I would say, without any direct mention of Mr. Wanamaker that would advertise him in any way, in a head across the width of my ad:

"EVERY DAY is a day of courtesy in this store."

Use Discretion in the Discard

An announcement in brown and black of the opening of a new printery by an old friend of the N. P.-J., is shown as No. 1. By this time

ANNOUNCEMENT

We announce the opening of
CRESCENT PRINTERY
to produce Better Printing of all kinds
at Wytheville, Virginia.
A call from you is solicited on any
week day between the hours of
8.00 a.m. and 5.30 p.m.

THE SIGN OF PROMPT SERVICE

Bert L. Chipman
PROPRIETOR

MUTUAL PHONE 74

JAN. 1, 1914

No. 1

no doubt Mr. Chipman is doing plenty of that "Better Printing" that has always been his aim. I find that some first-class printers who do work for me have many type-faces. Some have specimen books of their types that contain many of the letters that were so much used in the awful age of typography, and that should have been canned long since. But I find great difficulty in obtaining outline letters with their corresponding faces that fit within the outline, and that furnish a good contrast in jobs where the other faces are used. And yet, as in the word, "Announcement" in this job, they furnish a third tone with two printings, and a harmonious third tone at that. The words, "Crescent Printery" in this job, and the other Gothic words, are in brown, and of course furnish a much lighter shade than the strong word, "Announcement," and yet give a pleasing and effective display. The new faces and borders that give a gray effect are very pleasing when new, and no doubt when they will be turned out by machine composition at some future date they will always look "fair and fresh and young." But they clog! Even in well-conducted offices, they clog. I really do not think that printers should allow the outline letters to go out of style. They have distinct advertising value, and such master-typographers as those whose names are so well known to N. P.-J. readers have not placed them in the discard, though they welcome warmly anything new and beautiful in the type line.

Some of the outline letters are not beautiful, but most of them are; and some advertisers do not get the individuality they desire and are willing to pay for because some of the new faces, beautiful though they are, are used in the same way in everybody's advertising. Not by

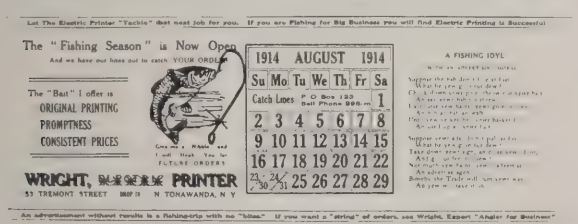
any means do I wish to see the rule of fewer faces and more of a series abandoned, now that so many printers have broken away from a less artistic and more expensive practice. But there are some faces that will always be beautiful, always effective. And many a high-class print-shop that has no outline letters nevertheless unblushingly displays in over-voluminous type-books many faces that should have long ago gone to the melting-pot or John, the Junkman.

Mr. Chipman's announcement has plenty of light. White space well disposed will ever have charm, on a card or a circular as well as elsewhere, and it affords much chance for individuality even in the offices that have but few series. There are some printers who can use very few styles of type, and yet can make each ad individual by means of various pleasing dispositions of white space. Such compositors are worthy of our love and respect.

The compositor who set this card is fond of the letters with curlycues, and uses them at the ends of words, as was recommended by the type-founders when they found they were being stuck in any old p'ace. Still, I have seen places where a long-branched "r," for instance, looked pretty good in the middle of a word. Here these letters are employed in one case at both ends of a line. Used in moderation, some of these effects are rather pleasing even in these times when we are inclining more and more to the plain and severely pure.

Typography and Fishin'

About this time of year, the green god calls. He is a more or less omnipresent deity, and

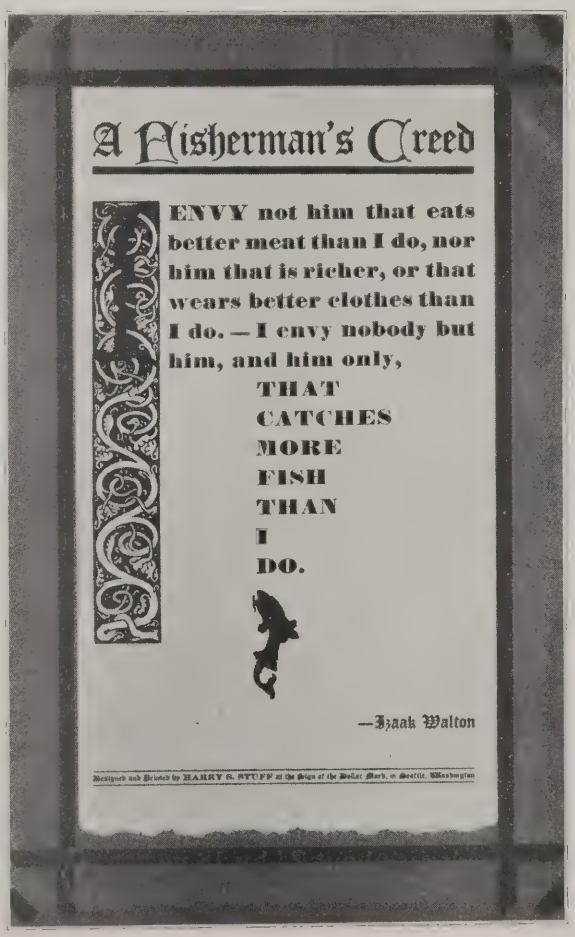


No. 2

beckons the printers on the Pacific coast as well as in the East that might really be effete were it not for the ever-fresh marvel of the Spring—and the other seasons, for that matter, I never knew of any more enthusiastic followers than printers of the old enthusiast, I. Walton—who certainly could write, even if he didn't know how to spell his front name. And Harry S. Stuff of Seattle has sent out a card, with a slip of deckle-edge paper on which he has made type talk the genial Isaak's naive confession of a species of envy that is vernal as well as venial. At first glance the card with its border that is somewhat crossy in effect, and its attached "creed" (so miscalled) and its purple and gold, impresses one as being an Eastertide offering; and I should prefer a spring symphony in the harmonious greens of which Spring is so suggestive. But it is a catching piece of typography, and if the engraver cannot make a satisfactory job of the card, let him at least show the manner in which Mr. Stuff uses a bold type that is toned down by the purple (2).

There is not much advertising on the Stuff production, but the line at the bottom, though it is not a fish-line, combined with the attractiveness of the design, should cause more than a nibble. Perhaps it is not the happiest figure of speech in the world to liken advertising to bait, but it is usually cleverly done, and "lands" the "prospective," who is not led to look on himself as a "sucker." Anyway, the fish we call suckers in the East are warier than the human species that is born every minute.

Wright, the Electric Printer, of Tonawanda,


A Fisherman's Creed
ENVY not him that eats better meat than I do, nor him that is richer, or that wears better clothes than I do. — I envy nobody but him, and him only,
THAT
CATCHES
MORE
FISH
THAN
I
DO.
—Izaak Walton

No. 3

N. Y., treats of fishing on a blotter which he issued in August (3) but which is just as good for any other fishing time—and possibly better for the opening of "the compleat angler's" hap-

py season. (Isaak couldn't spell "complete," either; and there were no proofreaders in those days).

Mr. Wright is great on blotters to which are attached real pencils, real seeds in a package, and other real things besides real typography. Here it is a real hook at which the gold fish is nibbling. Be careful when you use the blotter; the barb is real, too. The blotter is in black and gold and red. Hope it will be reproduced so that the "Fishing Idyl with the Advertising Poem" will be read. I hate a pun; this was unintentional. The dictionary (into which I just dipped to find whether "idyl" had one l or two) says the word means "a short, highly-wrought pastoral poem." Well, Wright wrought this poem; and so it is highly meritorious both from a moral and a business standpoint.

Mr. Wright makes a use of scintillating ornaments on many of his advertisements in connection with the word "Electric," something after the style of Dr. Sanden of electric-belt fame. Here the gleams are golden.

There is "pull" in such blotters as this.

The Economic Influence of the Job Press

Business really ought never to be poor in a country such as this. It is really untrained human nature that makes it so—that enables the political economist to predict with more or less certainty good times and bad times even when there isn't a big war keeping humans guessing instead of up and doing, in spite of war or any other variety of hell. The press has long been considered a power; but economists have not yet given much credit to the job press. But they should! It is a power press, too.

Here, maybe, (4) is a large circular the Griffith-Stillings Press of Boston, got up last summer. Maybe the engraver will balk at it, because of its color, but some engravers achieve what others say they cannot do, and the "others" do things that the "some" will not. There isn't much impossible in the photo-engraving line these days; but there is so much knowledge necessary to be an all-around expert in the art that I have known even large houses to "pass" a job that others did in good style, weather permitting and inclination serving.

The folder is about 24 by 18 inches wide when spread out, and the address part reads, "Big Business is Just Ahead of You." Opposite the panel for the stamp is another panel of the same size with the picture of a clean-cut business man in an attitude which shows him to be confidently expressing a big idea. Underneath is the G.-S. work-mark, with the words, "The Mark of Dignified Printing." At the top of the outspread sheet is a picture of the large building of the concern, rended apart with orders, to the imminent danger of the teams and the populace in front of the falling building. The head is, "Printing Industry a Business Barometer," and the reason for stating that good business for everybody is just ahead—to-wit, that the printers are having it already. Advance agents of prosperity!

It is a finely-balanced job of the kind, maintaining a more nearly perfect equilibrium than the building under the pressure of the orders. But I am not knocking the artist or the de-

Printing Industry a Business Barometer

Here's Our Reason for Stating that a *Real Revival of Good Business* is Just Ahead of You

WE booked more business in the month of June, 1914, than in any previous month during the past two years, and today we have in process of manufacture the largest volume of business since January, 1912, fulfilling our prediction that the printing industry would be the first to discover the revival of good business! ••• Big business is behind this move, for we have not seen such a tremendous lot of printing orders in hand and in sight for years.

• The trend of business is now in the right direction and now is the time to move with it. Use the mails—use printing ink. It is your duty to be an optimist, to be cheerful and confident. Spread over your message with the help of the printing press. It is now time you were getting in your orders for printing if you are to get your share of the coming fall and winter business.

• Our Special Service Department will give wise cops and story the right "punch" and a clever presentation in type, paper, and ink—the kind that will bring you orders!

• Dealing with a Co-operative Printing Industry means the best service and the right price. At less [illegible] per cent of [illegible] than [illegible] of these [illegible] and [illegible] one share by which [illegible] in the Griffith-Stillings Press [illegible] interest of its users of not Griffith-Stillings Press although some [illegible] This therefore [illegible] to know the right kind of printing either [illegible] and [illegible] right prices.

• It will be well worth your while to hear the story of our "Four Grades of Printing," which already has convinced so many of the big buyers.

• Where Shall We Call? Very earnestly yours, • Telephone, Main 5949

Griffith-Stillings Press

368 Congress Street, Boston

No. 4

signer—far from it—the hyperbole is pardonable, and artists are allowed a license as well as poets. That the firm had the tremendous business they claimed at the time the folder was issued is unquestioned, and that some of their patrons have been helped in a period of stress by the advertising produced by this good print-shop is likewise sure.

Pessimism has its uses, but the careful optimist is a benefactor of his kind, particularly in places where the tendency is to be over-conservative.

Advertising Color Work

"Turning Color into Sales" is the title of a 12x9 brochure portfolio, call it what you will, it will be worthy of a better name—issued by The Smith-Brooks Printing Company, Denver, Color-ado. It has a white embossed cover, with the wording in black, the shading making that

somber color gray, which is enlivened by the white, and the inkless embossed lines. The color on the first body-page is simply that of the gray of shadow borders and the Ben Day process. This page is shown as 5, and will repay study as a well-conceived piece of what is termed "straight composition." Note the variations on ordinary straight composition, such as the following:

Recently it began using three and four colors on its cover page.

Instantly the sales of "Life" doubled—
then tripled—
and later quadrupled.

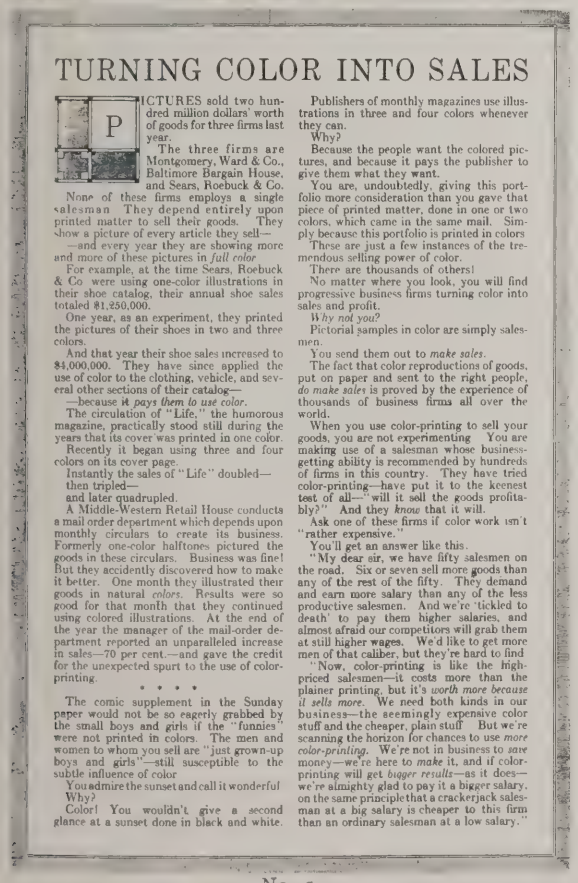
A Middle-Western Retail House conducts a mail order department which depends upon

and so on. There is a sort of "display" in this kind of straight composition that is undoubtedly effective when it is planned by one

With the well balanced, practical mind
Of writer and printer combined.

(After all, how easy it is to write verse!)

The wonderful specific instance of the success achieved by Sears, Roebuck and Co., through



TURNING COLOR INTO SALES

PICTURES sold two hundred million dollars' worth of goods for three firms last year.

The three firms are Montgomery, Ward & Co., Baltimore Bargain House, and Sears, Roebuck & Co.

None of these firms employs a single salesman. They depend entirely upon printed matter to sell their goods. They show a picture of every article they sell—

—and every year they are showing more and more of these pictures in *full color*.

For example, at the time Sears, Roebuck & Co were using one-color illustrations in their shoe catalog, their annual shoe sales totaled $1,250,000.

One year, as an experiment, they printed the pictures of their shoes in two and three colors.

And that year their shoe sales increased to $4,000,000. They have since applied the use of color to the clothing, vehicle, and several other sections of their catalog—

—because it *pays them to use color*.

The circulation of "Life," the humorous magazine, practically stood still during the years that its cover was printed in one color.

Recently it began using three and four colors on its cover page.

Instantly the sales of "Life" doubled—
then tripled—
and later quadrupled.

A Middle-Western Retail House conducts a mail order department which depends upon monthly circulars to create its business. Formerly one-color halftones pictured the goods in these circulars. Business was fine! But they accidently discovered how to make it better. One month they illustrated their goods in natural *colors*. Results were so good for that month that they continued using colored illustrations. At the end of the year the manager of the mail-order department reported an unparalleled increase in sales—70 per cent.—and gave the credit for the unexpected spurt to the use of color-printing.

• • • •

The comic supplement in the Sunday paper would not be so eagerly grabbed by the small boys and girls if the "funnies" were not printed in colors. The men and women to whom you sell are "just grown-up boys and girls"—still susceptible to the subtle influence of color

You admire the sunset and call it wonderful

Why?

Color! You wouldn't give a second glance at a sunset done in black and white.

Publishers of monthly magazines use illustrations in three and four colors whenever they can.

Why?

Because the people want the colored pictures, and because it pays the publisher to give them what they want.

You are, undoubtedly, giving this portfolio more consideration than you gave that piece of printed matter, done in one or two colors, which came in the same mail. Simply because this portfolio is printed in colors

These are just a few instances of the tremendous selling power of color.

There are thousands of others!

No matter where you look, you will find progressive business firms turning color into sales and profit.

Why not you?

Pictorial samples in color are simply salesmen.

You send them out to *make sales*.

The fact that color reproductions of goods, put on paper and sent to the right people, *do make sales* is proved by the experience of thousands of business firms all over the world.

When you use color-printing to sell your goods, you are not experimenting. You are making use of a salesman whose business-getting ability is recommended by hundreds of firms in this country. They have tried color-printing—have put it to the keenest test of all—"will it sell the goods profitably?" And they *know* that it will.

Ask one of these firms if color work isn't "rather expensive."

You'll get an answer like this.

"My dear sir, we have fifty salesmen on the road. Six or seven sell more goods than any of the rest of the fifty. They demand and earn more salary than any of the less productive salesmen. And we're 'tickled to death' to pay them higher salaries, and almost afraid our competitors will grab them at still higher wages. We'd like to get more men of that caliber, but they're hard to find

"Now, color-printing is like the high-priced salesmen—it costs more than the plainer printing, but it's *worth more because it sells more*. We need both kinds in our business—the seemingly expensive color stuff and the cheaper, plain stuff. But we're scanning the horizon for chances to use *more color-printing*. We're not in business to *save* money—we're here to *make* it, and if color-printing will get *bigger results*—as it does—we're almighty glad to pay it a bigger salary, on the same principle that a crackerjack salesman at a big salary is cheaper to this firm than an ordinary salesman at a low salary."

No. 5

the use of color in their advertising has been pointed out before in printing-advertising, notably in the house-organ, "Orders," published by J. Horace Macfarlane of Harrisburg, Pa. Other notable examples of successful advertising are doubtless such books as this issued by good printers in color. It cost the printers considerable to produce this book, but of course the cost was greatly lessened by their use of the three- and four-color plates that they had printed for other people. Anyhow, this piece of printed matter is not a mere "salesman"—it is a salesman with samples—a sample to a sheet. And they are GOOD samples!—wonderful expositions of the realistic effects made possible by an intelligent use of that great process of three-color printing. Such printing is the goods—for it really SHOWS the goods—shows them, too, in a way that may easily be imagined to be even more effective in some instances than the visit of a bloodless, pepless, "flesh and blood" salesman with the material goods. And of course, these are the REAL goods of the printer, which the prospective customer can examine when he is not busy; when he is in the right mood. Small fear that such a brochure reaches the unfathomable depths of the W. B. And it would take a pretty good salesman to talk so well on the advantages of three-color work as this book does.

For example, under a picture of various brands of cigars and a box of cigarettes, there is this description: "A true, clean-cut reproduction of the varied shades and textures of the tobacco leaf. Made direct from the object."

On a picture of a well-dressed hunter who knows how to hold a gun:

The pose will bag the interest of hunters.

In selling knit hunting coats by mail, the manufacturers must show buyers the colors, textures and use. Three-color plates do this more effectively and economically than words or one-color pictures. The scenic background in this illustration—taken from another photograph—is a new, inexpensive treatment that possesses freshness.

Courtesy Union Knitting Mills, Logan, Utah.

But don't come so close to knocking the words! These pages would not be nearly so effective were it not for the words!

Here is a paragraph on a page showing terra cotta that has a little subtle play on words that is of a kind of humor that is really good in advertising, where humor has a place, just as in other serious things of life:

Bulky terra cotta would be rather a clumsy sample for a salesman to transport over terra firma. Color printing makes it easy and inexpensive for the manufacturer to show his goods, in all their beauty of graceful design and harmonious coloring, to every prospective customer in his sales territory. This plate was made from a black-and-white photograph.

Courtesy Denver Terra Cotta Company.

Here is a touch of human interest:

There are thousands of well-to-do ranchers and prominent small-town men who purchase high-grade furnishings by mail from big city stores. This is a profitable

opportunity for the house that will show these buyers their goods through the medium of black-and-white illustrations and a few color plates like these.

Here is a chance for manufacturers to help retailers in the smaller places and in towns to which the trade of the ranches should be tributary, by sending them three-color plates of their goods, with the local dealer's name, for distribution in his vicinity:

Three thousand color prints of this line of bricks sent to three thousand good prospects would create more sales in a wider territory at less expense than any other method of selling which the manufacturer could devise. The four-color process will bring distinction and profits to the first candy manufacturer who uses it properly.

Courtesy the Austin Candy Co.

Surely you do not mean to insinuate that The Austin Candy Co. is not using it properly! This is certainly a perfect reproduction of candies.

The man who needs paint and varnish can select the shade he wants from a color plate just as satisfactorily as from wood samples. And the lower cost of color-plate sampling permits the manufacturer to extend his market to points hitherto inaccessible.

The following note is under a picture of a chandelier—not an easy thing for the ordinary salesman to carry around:

Showing the product exactly as it will look when the buyer gets it, makes it easier to close the sale. Two-or-three-color plates, used as inserts or frontispieces, will tone up a catalogue and give it greater selling force.

This gives an excellent suggestion for the printer of catalogues or booklets who is starting to do color printing in a small way.

Under a picture of a picture post card of the Colorado State Capitol and the cover of a booklet, "Kansas Calling You!":

The time is coming when colored pictures of every-day commodities will be as widely used as the postcard is today.

Smith-Brooks' reputation for good color-printing first grew out of their reproductions of western scenery in three and four colors.

I have given considerable space to this silent salesman. It's worth it. The book ends with another type-matter page, asking—and answering—the question, "How can you make color-printing sell your product?"

With more such printing-advertising productions as this, business is bound to be good.

* * *

"GROWS BETTER WITH EACH ISSUE"

Columbia, Tenn., March 20, 1915.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—The Printer-Journalist grows better with each issue and should be on the desk of every publisher in the United States.

With our best wishes for you personally and your most excellent high-class publication.

Yours fraternally,
LYNCH and E. C. PERRY,
By Lynch Perry, Editor.

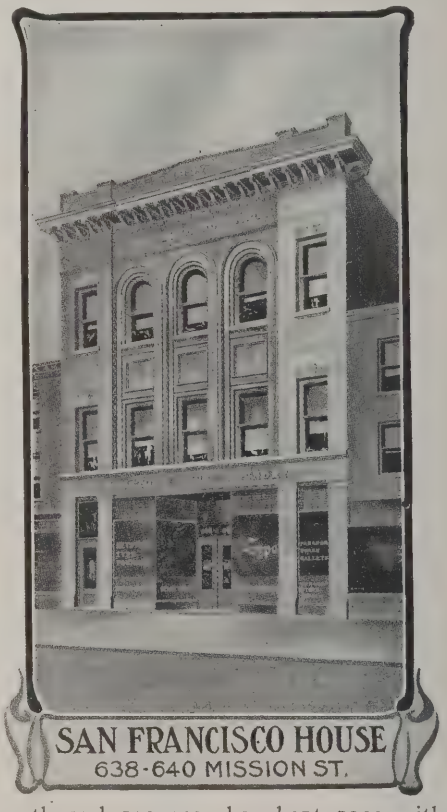
WONDERFUL ACCOMPLISHMENT

The Panama-Pacific International Exposition opened its doors to the world on time. The attendance to date has broken all records of previous World's Expositions.

In nine years San Francisco has arisen from a great holocaust, a grand and beautiful city, modern to the last degree, and in addition to this, has built a marvelous Exposition, which is in beauty beyond our powers of description. COME. See for yourself. Believe if you can. Your eyes will not deceive you.

Never in history has such a magnificent achievement been accomplished as the City of San Francisco now invites the world to view.

The San Francisco House of the Keystone Type Foundry has played its part in these last nine years. It went down with the City in 1906, and again arose, the first Printers' Supply House, permanently re-established in New San Francisco.



Its growth and progress has kept pace with our beloved City, and today is the leading Printers' Supply House on the Pacific Coast.

Visiting Publishers and Printers will find a welcome at 638-640 Mission St., where the Keystone Type Foundry of California occupies the building that was the first permanent building erected in the neighborhood in 1907. This splendid three story and basement press brick building was built on plans and specifications approved by us and for our exclusive occupancy.

Members of the National Editorial Association visiting San Francisco are cordially invited to make the San Francisco House of the Keystone Type Foundry their headquarters. Mail may be addressed in their care, if desired, and every courtesy will be extended.

To make your visit interesting, there has been prepared an exhibit on the first floor salesroom, of the latest and most modern appliances and novelties interesting to the Publisher and Printer.

There is also an information bureau that will provide you with information pertaining to the City and Exposition features.

A Great University—The Exposition.

By Herman Whitaker, Author of "The Planter," "The Settler," "Cross-Trails," Etc.

"SOME crowd," exclaimed a man at my elbow. It was. Once, at a labor meeting in Trafalgar Square, London, I saw a small boy swept off his father's shoulder and go rolling like a tumble-weed in a wind for a hundred yards across the packed heads before he fell through. Also, in 1910, I had watched from the balcony of the National Palace in Mexico City, the rurales of President Diaz savagely flailing with carbine butts, the crowd that choked the Zocolo in a vain effort to open a passage for the procession of the "Centennario." Yet both of these notable crowds could have been lost in the vast assemblage that packed the Avenue of Palms in front of the Tower of Jewels on opening day. For five hours the batteries of turnstiles had clicked with the persistence of telegraph keys in a busy railroad office, registering the broad streams that poured through a dozen gates till the count passed the quarter million mark. All that time certain of the early birds had waited for the electric spark which, sped by President Wilson's finger should throw wide the doors of the exposition; and when it came—as though sucked in by a powerful current, the massed humanity flowed into the palaces through a hundred entrances! in a few minutes flooded the forty-seven miles of aisles throughout their length.

Festival Hall from the Press Building

Within the palaces some eighty thousand exhibits were all ready for inspection. From such a mass, all selected products of the last ten years, all interesting, it is extremely difficult to pick and choose. Eventually, from one pen to another, each will receive its due. For my part, I shall merely follow the crowd and try to make an imperfect record of its performances. Down the great central aisle of Machinery Hall, through groves of engines, boilers, turbines, tractions, well-borers and rock-crushing plants, past a tin can factory in full blast—which had its admirers and a great Hoe press that was turning out a colored Sunday "supplement" at one hundred thousand to the hour, the main stream made for Uncle Sam's Army and Navy exhibit.

Covering a wide range of activities and functions, from the Coast Light Service to the Island Alaskan patrols, this exhibit is of almost universal interest. In the section devoted to the former, one stares at certain huge vermillion mushrooms for some time before recognizing them for the apparently small red buoys that are made to emit hoots or flashes by wave action, are dominated and thrown into the shade by the giant "nun" buoys, which, however, have nothing beyond their size to recommend them. Near them stands a complex apparatus which regulates a fog signal's brazen bellow, so that a fog bound mariner can judge his position by timing the intervals. But the gem of the exhibit is a hugh reflector lantern. Though it is twelve feet high and six in diameter, its polished glass and crystal lift it into the realm of jewels. One might fancy it as being worn on her bosom by a Brobidnagian giantess of Gulliver's Travels. And there are other lanterns —some cunning contrivances for isolated stations that light themselves at night, go out by day and keep it up for months without any care. Add to these certain models of famous lighthouses and large, framed photos which explain every detail of the service, and it will be seen how easily one may comprehend the tender care Uncle Sam evidences for his coastwise mariners.

In these war times the army exhibits naturally command a great deal of attention. The rail alongside the loading machines which turn out 24,000 complete cartridges in eight hours, is always crowded. In a rack, close by, sections of shell are shown, cut down the center so that the content is exposed to view—the timing machinery which explodes the bursting charge and drives out the close-packed shrapnel in a hail of death. In size the shells range from three-inch for quick-firing garrison to sixteen-inch that go with the big guns we are mounting at Panama. Set up on end, the latter stand five feet high, are as big around as a wash tub, weigh a quarter of a ton and require 665 pounds of powder for their discharge. They are the "Big Berthas" of the

Germans and after seeing them, one is in position to understand, both the surprise of the French that such enormous guns could be used in land war, and also the tragedy of the Belgian forts. Six-inch armor-plate which has been shot through and through at trial target practice helps in the understanding of the latter. Around the holes where the shot pierced the plate, the metal is warped, twisted and burned, till it looks like half melted ore.

Even more interesting is the glass tank where a model war vessel floats in the midst of a nest of mines. With their corrugated iron bodies, bristle of contacts, long snake tails reaching down to the anchor, and certain indentations painted red that simulate big eyes, they look like some queer form of sea life, new order of devil fish or giant crustacea. Their first cousin, the Whitehead torpedo, on an adjoining rack, might pass in turn for a armored porpoise. The sailor who explains its deadly functions also shows how it is discharged from a model submarine and dispenses general information concerning fifty and odd other models that cover every type of vessel in the American navy. Then in a gigantic cyclorama, you may watch the gradual development of the navy from the "Bon Homme Richard" of Paul Jones to the latest dreadnaught. In stately procession a century of ships passes before the eye, and further information may be gained in a free moving picture theatre—one of seventy on the grounds—wherein drills of all arms and naval evolutions are thrown upon the screen. There are other things, of course, hundreds of them, all equally interesting. Indeed, one might spend a whole day with this particular exhibit without beginning to exhaust its possibilites. Here I can touch only a few high spots.

The excellence which characterizes this exhibit is also maintained in all of the government displays in other buildings. It may be stated as a fact that in all the eighty thousand exhibits, few surpass in volume and none in general interest those of Uncle Sam. In the mining building all roads lead to the mint, where exposition souvenir medals are put through all the processes of regular coinage from the rolling of the hot metal into ingots to the final weighing and counting by delicate machines.

In the governmental forestry exhibit a large model shows how the forests are utilized for the best advantage of the people at large. Looking down upon it as though from a captive balloon, you see the trails, roads, meadows and pleasure parks, fish farms in the exact proportions that exist in the national reserves, the number of people who live in them, cattle and sheep, 19,000,000 of them in the pasture, the paper and lumber industries carried on therein, all set down on an accompanying chart to be taken in at a glance. A second model shows three aspects of the same piece of forestry. In the center is virgin forest, on one side the same tract improperly logged; trees cut high above the ground, wasting the stump; slivered stumps that ruined twenty feet of the butt log; young trees all smashed or broken down completely by careless felling; brush left scattered around inviting fires, and all the other abuses of commercial lumbering. On the opposite side, the third section displays the same tract properly logged; trees cut off level with the ground, logs neatly piled on skidways, brush heaped up ready for burning with the first rains, no smashed trees; a fruitful object lesson that will have its results in a more intelligent ballot when forest legislation is again in question.

Italian Towers entrance to the Court of Palms

Of equal interest is the display of the Public Health Service, with its realistic models that show you and I and neighbor Jones in our fields or houses, the manner in which we give and take diseases to and from each other. The typhoid "carrier" is shown at his deadly work; likewise the careless housewife who waited upon her typhoid husband and cooked, between times, for a dozen boarders. Needless to state the result. Models of sanitary and unsanitary schools teach their own particular lesson; and charts show how the seepage from a sewer slid down a slanting strata of water bearing gravel and gave typhoid to a whole community that used water from a cased well nearly a quarter of a mile away. Then there are the stuffed rats which carry the fleas, which carry the germs that give the bubonic plague and Asiatic cholera and while you observe them

with horror your glance travels on to models of rat-proof houses, docks, ships, mills. You won't get the plague if Uncle Sam can help it and forever after you will help him by casting your vote against the rat. The mosquito must not be forgotten. There are two of them, large as hens, the malarial and the yellow fever mosquito, equally repulsive. No one blames Colonel Gorgas for exterminating them upon the Isthmus.

Close kin to this exhibit is the display of the American Red Cross Society. Here again the model is used to convey facts and figures and drive in needed lessons with a force beyond that of printed words. A dozen models show the wreck and ruin of famous floods and famines in all parts of the world—India, China, Africa, where the Red Cross has extended assistance. The model of a relief camp in Golden Gate Park arouses teeming recollections of the earthquake and fire. But what a wonderful sequel! Within four years from the time it was swept off the earth, San Francisco had made her bold bid for the exposition on the floor of Congress and now, five years later, it houses this with

selects at once the beautiful hardwoods, whose uses are illustrated by a pair of tables, each twelve feet in diameter, made of a single piece and polished to a lustrous satin finish. In the Philippine building, which is finished inside with polished columns of the palmo bravo and woven matting of the islands, is housed a rare collection of orchids. A second collection, now in full flower, is to be found in the Horticultural Building, where, also, a group of "Royal Palms" imported from Cuba at an expense of twenty thousand dollars each, raise their graceful feather fronds high up under the great glass dome. Crouched at their feet one sees a distant relative, a dwarf palm, also from Cuba, that grows only the thickness of a leaf in a year and which had passed its green youth in the days that Christ was walking the streets of Jerusalem.

If you would have more of the tropics, go study the rainbow fish of Hawaii, for words may not describe them. One can only say that they stole their colors from the sunset. Through the warm waters of their lagoon they steal like a rosy dawn.

Looking into the Court of Palms

eighty thousand other exhibits in buildings that excel in beauty and grandeur all that have gone before. Next to the relief camp stands a model of the Cherry mine, showing all the shafts and levels in which two hundred and fifty-six men were burned to death by explosive fires. It is a grisly thing to contemplate. So, for matter of that, are the famine camps of China. But they teach a needed lesson and, while teaching it, establish a wonderful record for the Red Cross organization and illustrate the advance of the world at large in human feeling.

Second only in variety and extent to the U. S. Government displays are the exhibits of Japan. In each of the main palaces they cover from two to three acres with tasteful booths, in which characteristic goods of the Orient—bronzes, inlays, lacquer ware, china ware, carved chests and ivory, silks and satins are varied by the cotton, woolen and metal products of the Occident. A glance at the wide range and quality of the latter proves how real is the invasion of the Orient upon the world's markets. From the Philippine's display one

Or if you prefer industrial processes follow the distant thunder of machinery into the Palace of Manufactures, where you may watch any one of a hundred industries running just as they do in the home shops. Here a circular loom is turning out fire hose complete, ready to be screwed on to the hydrant. You may watch the highest grade of stationery in the course of manufacture, from the mixing of the pulp to the stamping of the finished product with a golden monogram, and carry away a sample package made under your own eyes. Or you can observe the birth of a Waltham watch and trace its growth from machine to machine that appear to be possessed of human intelligence. If you believe one of the operators, they are superhuman. "Never stay out late at night and impair their efficiency," he put in. "Always on the job. Never miss a trick. Absolutely moral—to be depended upon." And if they do in the end wear out, so does the operator. Together they go to the scrap heap that lies ever in wait for both man and machines.

Thundering machinery rules also in the Palace of

Transportation, where an enormous locomotive clanks and rattles its half hundred wheels and snorts its contempt of an old-fashioned leather springed Wells, Fargo mail coach on a stand nearby. Inside luxurious coaches, different railroads operate free moving pictures that depict the beauty spots and advantage of travel upon their respective lines. But perhaps the automobile section is even more interesting. There is nothing more democratic than the automobile these days. The jitney 'bus is a great leveller. So always a large crowd is to be seen studying the wonderful colored relief maps of the system of state highways that will soon furnish a fine surface road from the Gulf of California to Puget Sound. Another fine map displays a second great national highway from the Canada line in North Dakota to the Gulf of Mexico. The mountains, oceans, forests, and canyons, are moulded on these beautiful maps with a realism that—I had almost said stirs the gasoline in one's tanks—stirs in one an intense desire to escape to the mountains where there are no speed limits. But the sight of a crowd at the far end of the section draws one away to witness the assembling of an automobile

Looking North out of the Court of The Four Seasons.

by half a dozen gangs, each working on a single operation and passing on their product, the whole turning out a finished machine, down to the honk every ten minutes.

The crowd that watches the operation is principally masculine. Indeed, a stroll through any of the palaces brings at once into view the way in which a diversity of interest causes a segregation of the sexes. Follow a man and you will bring up at a machine. But are you attached for the day to a wife or sweetheart, then you are certain to be finally engulfed by the feminine stream that flows steadily towards the "Food Products." There a husband, father, or lover, may occupy himself in studying the big flour mill that turns out its hundred barrels a day. But his womankind will be found packing the long counters, where Mr. Ram N. Puri bakes and hands out little sweet Hindu cakes of Mr. Rudyard Kipling's Indian bazaars. In the next stall Miss Tsuruyo Tokunagai, looking very sweet and pretty in her national Japanese costume, dispenses delicate rice cakes all hot from the furnace. If you prefer them, Mr. Sam Wing Hop supplies Chinese dainties guaranteed not to be preserved mice or unborn birdlings. Russia, Mexico, Sweden, Germany, every nation has a pretty representative to supply its choicest sweetmeats to eager patrons. Then there are pickle samples, teas, coffees, jams, jellies, sauces, condiments. After observing the progress of one lady from booth to booth, I am compelled to differ from the verdict delivered by a grouchy Scotchman:

"Heck, mon, but it takes a lang hour to mak' a meal i' the Food Products, what o' the small mouthfuls they hand ye."

I am sure that the woman I observed would not have to eat again for a week. Perhaps she was a Belgian refugee. Not that the food constitutes the feminine attraction. Food is a woman's business and your modern woman is always ready to learn. For the same reason they haunt the sewing machine displays, or watch with absorbing interest the manufacture of Swiss embroidery, laces, stockings. These things all come in the day's work.

Though the proportion of male observers is here larger, it is natural that a woman's instinct should cause her to take a livelier interest in the educational exhibits. The playgrounds in operation on the Madame Montessori plan; classes for defectives, manual and training schools; all of the wonderful educational developments of later days are enthusiastically studied and admired. A crowd of them are always to be seen around the great relief map of New York, upon which flashlights of different colors, showing the location of educational establishments of all orders, training schools, the little red school houses and their big brothers of the cities—twenty different colors flashing alternately and ending in a combined blaze that must lift the last shadow of ignorance from the State.

The model kitchen, with its scientific management, also the model dairy, are again popular with women, just as the model farm is with the men. A cannery in full blast attracts both sexes, though for different reasons, the women being interested in the fruits and vegetables that are being put up, the men in the actual mechanical processes. And there are many sights they share in

common. The Burbank displays of curious flowers, plants and the methods by which the "Wizard" produces them, for instance, and the fine county displays in the California building. They troup together through the beautiful gardens and courts; are to be seen in equal numbers in the Palace of Fine Arts.

For sheer beauty, this building ranks above all others. If there is one thing in this world I have never wished to be it is an emperor. If given my choice, I would almost prefer the rags of Lazarus to the imperial purple. But since I have learned that this lovely building, with its colonnades, massive grouped pillars, flowering bastions, airy dome and bordering lake, was modelled after the Roman Emperor Hadrian's country villa, I have registered one exception. One might put up with being an emperor to live in so beautiful a house.

And its contents are worthy of their shrine. The Chinese and Japanese art exhibits alone are worth a trip across the continent. But in addition innumerable paintings, great works of art representing every age

and school fill half a hundred rooms. The Pre-Raphaelites, Renaissance, Impressionists, Cubists, all are here. Loan collections of famous old masters offer the art student exceptional advantages for comparison and study. Whistler, Sargent, Chase, Tarbell, the best of the modern Americans, are shown in rooms of their own. Through every variety of theme, treatment and motif, the paintings make an appeal wide as life itself. Nor are the correlative arts neglected. The best in sculpture, bronzes, woven tapestries, are also to be seen. Summed, the galleries provide a liberal education in the fine arts.

And here is struck the keynote of the whole exposition. It serves trade and commerce, it is true, serves them as they have never been served before. It will help our domestic trade and draw that of the world at large into closer relation. And it cannot but promote good feeling among the nations. But this granted, the fact remains that its greatest effect will be educational. For the hundreds of congresses and conventions which will meet in San Francisco during the exposition year, it furnishes a huge working laboratory for the illustration and demonstration of their special subjects and ideas; and no man may walk through its palaces without gathering knowledge on a hundred subjects hitherto strange. Summed in all of its capacities, the exposition is a great university in which the most vital things may be seen and learned.

* * *

Military Tract Press

Discusses $1.00 Year Rate

At the fifty-second semi-annual meeting of the Military Press Association held in Galesburg, Ill., editors of the various country papers in the section of the state discussed matters of much interest.

The important discussion was "The Dollar a Year Paper," a subject brought before the meeting by Van L. Hampton, editor of the Macomb Journal. The matter was held up for a lengthy discussion and the sentiment seemed to prevail that the price could be increased fifty cents a year.

George S. Flint, editor of the Yates City Banner, and Guy V. Pettit, editor of the Reynolds Press, were admitted into the association.

Elmer T. Selby of Camp Point was re-elected president and Fred B. Blazer of Aledo was elected vice-president. Van L. Hampton of Macomb, who has served the association in various capacities since its organization, was elected secretary-treasurer.

Aledo was selected as the meeting place of the association in July.

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

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BENJAMIN S. HERBERT - - - - - - Associate

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, ILLINOIS, APRIL 1915

The approaching convention and excursion of the National Editorial Association promises to be the most notable, educative, inspiring, energizing and enjoyable in the history of the Association and certainly the twenty-nine previous annual events in the history of the Association have not been lacking in these regards.

It is an old, ethical doctrine that "the supreme good consists in the efficient exercise of all normal human faculties" and the travel provided, the two wonderful expositions to be visited and the convention program will furnish, in full, the opportunity for such exercise. To read of these is a liberal education, hence we have not hesitated to publish, at length, the stories of all that is to be experienced, seen and enjoyed.

We and our readers are under lasting obligations to the expert, thoroughly equipped writers, who, with no expected reward except the promotion of the cause and the informing and instructing the readers of the National Printer-Journalist, have so ably given the illuminating stories of all that is to be viewed, studied, enjoyed and treasured. There are valuable lessons in every paragraph.

All the industries and arts, architecture, commerce, horticulture, agriculture, forestry, educational methods, and manufactures are covered and even the church has not been neglected. There is more to come in the May issue as to the "Liberal Arts," "San Francisco and the Canal," "The Scenic Line of the World that puts the Whole World on Exhibition"; as to "City Building," and "Manufacturing in San Francisco."

There is nothing human or of human interest that is foreign or lacking in value to the up-to-date modern newspaper man and there is not an editor in the United States but that will be broadened, be greatly informed and become better equipped for the work that is before him every day, through the reading of these articles — descriptions of wonderful accomplishments and narrations of the signal attainments in all lines of human endeavor.

Then the splendid illustrations, furnished by the Exposition management, lend great aid to a fuller conception of all that is so graphically told, and supply a splendid foretaste or revealment to mind and imagination of all the wonders that are to be viewed, not alone through the aid of the camera and the modern engravers' art, but face to face with all the enchanting settings and surroundings.

It is difficult to explain how great a help in the appreciating and understanding of the exhibits, these narratives and illustrations will prove for the visitors to the scenes in part described and portrayed. When a boy, we remember reading the story of a noted traveler who showed such wonderful knowledge of a distant and noted city that he was judged to have made a lengthy stay therein and thorough study thereof. On being asked in this regard, he answered that he had never visited the city at all, but had planned such a visit and in order to make the same of the greatest value and pleasure, had read and studied all publications with regard thereto that were available. His idea was that the more knowledge a traveler had as to all that he expected to see, the more useful and enjoyable were his travels.

This will prove true as to the visits of the editors to cities en route and to Los Angeles, San Diego, San Francisco and Sacramento this year, and especially or emphatically so as to the great Expositions. The latter contain so much of novelty and interest, so much of practical worth, that without previous study much will be overlooked and forever lost. We do not want to neglect fields of newspaper making and printing, regularly covered by this journal, but believe that both are best served by giving large space to the especially prominent matters treated in the March, April and May issues of the National Printer-Journalist.

The Printer-Journalist visitors to the Expositions and to the Pacific Coast, will find that their callings have not been overlooked or neglected. There will be much to learn. News-

papers and printing offices are pre-eminent in California. The size and excellence of the newspapers will be a surprise to most of the visitors from other States. Printing and its handmaid, illustration, will be found to have reached the highest points of up-to-date attainments both as to quality of product and scientific and efficient management of business.

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There can be no question but that a live, worthy, progressive newspaper makes appeal to the most intelligent, discerning and thrifty members of every community and that appeal is made in the quiet of the homes, to all members of the family under conditions best calculated to command attention and to receive consideration. The newspaper as compared with circulars, bills or posters is more permanent, more convincing, surer of perusal, respect, credence and consideration. For these and other reasons, the newspaper that is welcomed to the homes, and is believed in and relied upon as a friend, instructor and counsellor, has been proven to be the most effective promoter of business, the best advertising medium, as well as the most economical in all the world.

* * *

"Getting Jobber Coöperation," is one of the subjects being wisely and profitably discussed before some of the active ad clubs. It is a subject of interest to the publisher of every home newspaper as well as to every retail merchant. We have had occasion to give instances of the success of several newspapers in largely increasing advertising by promoting this coöperation. Like all worthy, intelligent, helpful coöperation in advertising, it is good for the jobber, the manufacturer, the retailer and the buyer, and incidentally to the newspaper-maker whose prosperity depends upon the prosperity of all.

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Advertising, the best barometer of business as indicating the well-founded expectations of business men or the lack of faith, is now steadily increasing and foretells a better business outlook. Printing offices that were idle are running overtime. The newspaper and printeries as the great modern agencies of publicity, are the creators and promoters of business and their increasing use for commercial purposes indicates that there has been a general readjustment of business and with the abundance of resources in this great land of equal opportunities, peace and security, there is every reason to expect that the coming twelve months will be filled with profitable work and prosperity.

Now is the time to push, to seek and demand a "place in the sun," the chance to render service—that always has and always will help those served—as the servitors in the fields of efficient publicity, of all the people in their improved facilities, aided activites and their better, fuller lives. Let prosperity revive and reign through the aid of printer's ink.

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The Editor Meets an Old Minnesota Friend

Prompt, efficient service, from ocean to ocean, has been the plan and business ideal of the American Type Founders Company. In the accomplishment of this end of full, up-to-date service through efficiency, President Nelson has secured or, in many instances, developed, thoroughgoing young men and afforded them the opportunity of broad experience and the incentive for highest effort.

While in San Francisco recently, we made it a point to visit the San Francisco branch of this company, and were much pleased to meet, in Mr. J. S. Pinney, the manager, an old Minnesota friend whom we knew as a young man just beginning his business career. He was then in the employ of the American Press Association, with which President Nelson was connected as one of the founders of this great plate house that has, in so many ways, been very helpful to American newspapers.

Mr. Pinney had then scarcely passed his majority, but he was filled with enterprise and showed those characteristics of real kindliness, helpfulnes and good fellowship that have remained with him as a part of his nature and proved large factors in his upbuilding and success in the positions he has held. He built up the branch in St. Paul and later he had charge of the Cincinnati branch of the American Type Founders Company.

He traveled over the whole country as an investigator of trade conditions and made himself familiar with all the demands of the printing business. He had charge, later, of the installing and developing of the branches of the American Type Founders Company at Portland and then at Seattle. The readers of the National Printer-Journalist have been informed of the valuable assistance that he rendered to the master printers and their organizations in those two cities from accounts coming, not from him, but from others, that were published quite fully in the pages of this paper at the time.

A year and a half ago Mr. Pinney took up his work as manager of the San Francisco Branch, backed by nearly thirty years of valuable experience. All indications as well as

the testimony of printers with whom we had the pleasure of meeting, showed that he has overcome all difficulties with which he met.

The San Francisco branch under his management is a growing success, and has the confidence and active goodwill of the trade. Of course he is backed by the great foundry, with its able management, all its vast resources, manufacturing facilities; its designers and expert workmen, able and experienced, and is aided by a local force, trained to the business, loyal, interested and efficient.

Anyone who thinks that business in San Francisco or on the Pacific Coast is in any way behind that in the great metropolitan cities of New York, Chicago, Philadelphia and Boston, or elsewhere in the East, is greatly mistaken. San Francisco demands and has the best. This is shown in the factories and the stores, as well as in splendid streets, in electric lighting of the broad avenues lined with palatial buildings and by elaborate and beautiful electric signs; the electric street railways, and the motor cars, of which California has nearly four times more in proportion to the population than has any other State in the Union.

The printing supply houses are ready to meet all demands of the rapidly developing business, and Mr. Pinney occupies a place among the leaders. The establishment is located at 820 Mission St., and the visiting editors who are able to call, will find a hearty welcome.

* * *

CONNECTICUT VALLEY CLUB OF PRINTING-HOUSE CRAFTSMEN

We like that name. It is full of memories of visits to the valley, one of the most beautiful in the Republic. The cities along the valley are rich in homes and buildings of architectural perfection and are made doubly attractive by tree-embordered lawns and parks, with fountains and monuments. There is everywhere a combination of lovely landscape and artistic perfection. Landscape gardening and architectural construction have been carried to highest perfection.

It is something worth while to be an editor or "printing house craftsman" in this favored region. We are glad to know that the members of these callings, in this region, appreciate and are striving to live up to their privileges.

Wm. H. Taylor of Hartford, one of the founders of the Connecticut Weekly Press Associations, whom we used to meet, in years past, at conventions of that organization, has favored this office with a recent copy of the Hartford Daily Globe, that contains a very full account of the "Unique Banquet" held by the master printers to the number of 150, at Hotel Garde, Hartford, March 20th:

During the course of the dinner musical entertainment in the way of songs and piano solos were offered by Tom Hughes, Jack Russell, Florence Raymond and Joe and Mac Hughes.

Seated at the head table were: Toastmaster Erastus C. Geer, President James E. Kerrigan, M. C. Mantenach, the speaker of the evening and J. A. Reid, W. H. Barnard, Theodore Herzer, Gus J. A. Naedele, L. H. Sherwood, J. P. Moser and Robert E. Pyne all of Hartford; J. D. Boardman, C. B. Porter, C. S. Burdick, and J. J. Dunne of Springfield, Mass., Charles H. Abbott of Providence, D. I., Charles F. Olin of Bristol and F. W. Chapman of Rockville and M. S. Smith of the Courant, R. D. Olmsted of the Globe.

Bags of Souvenirs

With the coffee served to each guest was a large paper bag containing souvenirs. There were fifty-two different articles in each bag, including many pieces of particular use to the printing craft. Some of the things displayed with much joy by the recipients were a printer's rule, planer, wrench, pencils, make-up rules, malted milk and liniment.

Growth in Dull Times

The post-prandial festivities were started by President Kerrigan of the Craft, who referred to the rapid flight of time since the previous meeting and said:

For the Craftsman's Club of Connecticut Valley I can report, it is well! In a season marked by unusual depression, both business and social, countrywide and worldwide, we have maintained our steady rate of growth and widened our sphere of influence, a record in which I think, we are entitled to take a little modest pride, and a tribute to the average efficiency of the craftsmen of the old valley, and to the high-class and endearing quality of its work and enterprise.

Knowing Each Other

In one respect at least, we have gained lastingly, and that is in the knowledge of each other—the wider and deeper sympathy that comes from better acquaintance, from a growing and deepening understanding of the other fellow's point of view, and that strength and solidarity that springs from mutual aim and struggle toward a common goal. This I count as the best and greatest result from this winter's series of get-together meetings, and it is a gain that we can never lose. "Know thyself!" is a fine precept, but to achieve the highest in usefulness and helpfulness, it is also necessary to know the other fellow, and that I count as the finest thing about this club—that we gain through it the opportunity to know each other better and better as the days pass, and that is also the surest warrant for its continued existence as an organization, its steady growth and ever-broadening field of activity and usefulness.

"Efficiency" the Watchword

I take it, that the object and watchword of this club is "Efficiency!" Now to define "efficiency" in an everyday sort of way—to my mind, it consists in doing today's job just as well as in you lies, and having done it so—forget it—except as the starting point toward making tomorrow's a little better one.

A Worthy Craftsman, a Model of Efficiency

In introducing the Toastmaster, Erastus C. Geer, President Kerrigan added:

It occurs to me that of that type our friend here is a shining example. Many years has he given to his life's work, never satisfied, always striving to make each year's offering a little finer, better, more complete than the last. And that he has succeeded, a glance over the file of concrete evidences of his work will show. And his work is Hartford's monument. Not the Hartford of steel and brick and stone, but of the men and women whose lives and works are Hartford. A record for coming ages of their days and names, their labors and homes, the record of each individuality that has gone, and is going, from the now far past to the indefinite future, to the making of that we call "Hartford." And this has been his life's work—a good and useful one, you will say.

And of the gentleman himself, wise and kindly, I say truly, I think it a privilege to count myself his friend, and to assure him that we all rejoice to have him with us again, and that he returns to us from the valley of the shadow, whose border he lately touched, with health restored, and with, we hope and believe, many years of example, endeavor and accomplishment yet before him.

And it is to me tonight a sincere and hearty pleasure to commit the evening's destinies into the hands of so fine a type of the American craftsman, citizen and gentleman as he whom I now present to you as the toastmaster of the evening—gentlemen, Mr. Erastus C. Geer, Senior.

Advance in Engraving

Charles H. Abbott of Boston conveyed a greeting from the craftsmen of that city and enlivened the occasion with stories that were received with manifestations of appreciation.

The main address of the evening was by M. C. Manternach of Hartford, who told instructively of his training and of his years of persevering endeavor in building up one of the largest engraving establishments in the country and then traced the development and advances of photo-engraving. In speaking of the steps taken by the house to reach artistic and commercial perfection, he stated that:

The halftone process had been worked on for a great many years, but was not adopted successfully until about 1886, by the joint efforts of Frederick T. Ives and Max Levy, both of Philadelphia, who developed the halftone process with the use of the single line screen. They found so many difficulties with this single line screen that they devoted considerable time to finally develop the cross line screen, of which Mr. Levy was the patentee.

This screen consists of two pieces of glass which are ruled diagonally with a diamond. The ruling on each glass is filled with a black pigment, and the two glasses are then cemented together with an ingredient known as Canadian balsam, the lines crossing at right angles. This screen is really a very interesting proposition, and to it we owe the present halftone.

After the cross line screen was successfully developed, the halftone process made very rapid progress. This process today is really very young, compared with other methods, as it was not until about 1886 to 1890 that it became generally used.

In making engravings that are ideal from the viewpoint of the printer as well as the customer, we have studied the problem from all sides. We have taken the printer's problems and studied them, one by one, and as we solved one, we took a harder one, until the plate we are able to make meets every requirement that printers put upon it. We then took the plate to the customer, to see if it met every requirement from his point of view—whether it proper illustrated his goods, and with that distinct quality of being able to sell them.

A great many people think that the making of a special plate that will print as well on dull finished papers as the regular halftone does on coated papers is more or less "bunk" and simply an advertising stunt, but such is certainly not the case. We have perfected a method whereby we can produce a halftone that will not only print on dull coated papers, but will print with good results in 150 screen on the cheaper grades of machine finished papers, and the better grades of antique finished papers.

After we have the negative made and prepared for etching, there is another change from the regular halftone procedure, and that is in the depth of the etching. A plate for cameo stock is etched at least 60 per cent deeper than the regular plate. The finish also calls for a different and more careful treatment. Wonderful results have been obtained from this cameo plate, and we recommend it highly for all dull finished papers.

In studying the problem of inks and papers, we found that the printer had a great deal of trouble because of a lack of proper measure in mounting the plate for printing. We found that the use of the point system was a great advantage to the printer. In fact, in taking it up with a great many of the prominent printers, we found that they had been almost insistently demanding that their engravings should be mounted on blocks that were cut to even points in size. But very few engravers have had the courage to add the extra expense entailed in order to do this.

* * *

"TYPO TALES AND VERSES"

This little book by Jo Swerling portrays the vexations, idiocyncrasies, foibles and lack of business methods of master printers, in humorous tales, that amuse while teaching such needed lessons as cost and efficiency systems, trade papers and printers' organizations have endeavored, for the past two decades, to impress upon the members of the craft.

The tales were written while the author was editor of the "Printing Trade News" and "Printing," both New York publications, and naturally have Gotham location and coloring, while the names of the characters are borrowed, with apologies, from the humorous writing of Finley Peter Dunne, Montague Glass, Will Irwin and Walt Mason. The familiar names of Abe Potash, Hogan, Dooley and the others fit well for the cognomens of the fictitious manipulators of print shops, whose ex-

periences are so true to those of members of the craft as to make it certain that the author has been among them taking notes.

The modest author states, in his preface, "If the reader can get a couple of dozen of stray grins out of this little volume, its mission will have been performed." Its mission, then, has been well performed, for where there is humor there is also good-natured enforcement of practical truths.

There are a score of appropriate cartoons, drawing in pen and ink, by Alvah Posen, that pleasingly harmonize with the text.

The followng is the first stanza of a poem entitled, "L'Envoi of the Printer," which serves as a frontispiece to the volume:

"When Earth's Last Form has been Printed,
And the Presses are Rusted and Stilled;
When the Last Slug is Cast on the Lino,
And there are no more Forms to be Killed,
We shall Rest, and, Faith, we shall need it,
Lay off for an Aeon or two
Till the Super of all Good Workers,
Shall hand us some Copy anew.

The book is issued by the Ertman Publishing Company, Chicago.

* * *

NEW COMERS' WEEK

A member of the Des Moines Admen's Club—which is a leader and a winner of prizes—has introduced a novelty TA TA OTA Week." Here is a suggestion for enterprising newspaper publishers. The affair is sponsored by the Des Moines Chamber of Commerce and has a further special interest from the fact that it is the first time that a Chamber of Commerce has employed an advertising man to promote a like enterprise.

The plan proposed is the extending of a welcome to every new resident coming to the city since January 1st, 1914, during the week from April 18th to 24th, with an appropriate program for each day. The ministers are to open the first day with sermons on the general theme, "Des Moines—the City in Relation to the Home." The plan contemplates the co-operation of five hundred organizations.

We hope to secure a story of the occasion, with the leading features, portraits and illustrations for the May issue of the National Printer-Journalist.

* * *

BOOK BINDING AND AUXILIARY BRANCHES

A set of books, neatly gotten up and substantially bound in cloth, on the different branches of book binding, has reached this office from the author, John J. Pleger. They are in four different parts, or volumes. Part I treats of paper ruling; Part II, pamphlet binding, punching, crimping and quarter binding; Part III, blank, edition and job forwarding, finishing and stamping; Part IV, gilt and goffered edging, marbling, hand tooling and the care of books.

The topics covered indicate the practical value of the contents. Binding as a branch of typography or directly related thereto and connected therewith in printing offices, has been too much neglected and this set of treatises will be found to supply a real want and to be of real, practical value in many establishments that are printing offices rather than binderies, as well as in regular book binderies.

The division into the separate parts contributes to convenience in use. The parts range in price from $1.25 to $2.00. There are very few printing offices of any size but that will find the part or volume relating to pamphlet binding, at $1.50, worth many times the cost.

The publishers, The Inland Printer, 632 Sherman St., Chicago, rightly state, in announcing the publication, that "It has been a reflection on the trade that there has been no American text-book on binding."

"In filling the void, Mr. Pleger has given us a comprehensive work.

"There are 217 illustrations descriptive of machine and hand operations.

"Mr. Pleger has attempted to standardize trade terms—no inconsiderable service to the craft.

"This work will prove of advantage to every person connected with bookbinding. The small printer so located that he has to carry binding as a side line will find it a mine of information. It will prove a prize to the "big" binder when he is in the market for machinery.

"To the involuntary specialist of the trade—the man whose opportunities have tied him to one operation—this work will prove a boon. The forwarder, say, can become proficient in other branches, thereby widening his opportunities for employment and better remuneration.

Librarians and others interested in the care of books will also find Mr. Pleger's offering well worth their attention."

* * *

Subscriber for a Quarter of Century

Lebanon, Ill., March 1, 1915.

Dear Father Herbert:

Having been a subscriber of the National Printer-Journalist for twenty-five years, I take pleasure in paying for the privilege of getting the news of our helpful and honorable N. E. A. Long may it endure, and long may the venerable editor of the N. P.-J. be its prophet.

Enclosed please find my check. With high esteem, I remain, Respectfully,

W. L. JONES.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IN his issue of last February 10th, Editor F. J. Perrin of the Lawrence (Mich.) Times, included some columns of seasonable plate matter, which, because of their excellence and appropriate nature, evoked a most commendable and commending letter from Mr. Charles F. Freeman, a subscriber, in which were expressed thoughts of such truthful trend, that I am moved to open this installment of Newspaper Criticisms with a partial quotation, as follows:

"There is no longing of the human heart stronger than the desire to be appreciated, especially after we have done our best, and a failure to recognize our best efforts and a lack of appreciation, expressed or implied, causes us many heartaches and sometimes discourages us altogether. It does not require much, a word of kindly encouragement is all; it stimulates us to greater efforts and makes both the giver and receiver better and happier for the giving.

"The great daily papers of the country welcome and highly appreciate letters from their readers, praising their editorials when they have written well on some national question, or touched sympathetically some subject of human interest; this stimulates their writers to higher endeavors, makes a better paper and better readers."

Then followed fitting words of praise for Editor Perrin's good taste and thoughtfulness in giving his readers such an appropriate Lincoln's Birthday number of the Times.

The peculiar feature of this incident, however, is the frank confession which the subscriber's able letter provoked from the Lawrence editor, as to why the latter gentleman of late years has devoted little of his space to editorial paragraphs. Here is what he said:

Years ago when we felt that we could mould public opinion and believed that people cared for the serious things of life rather than the frivolous we were occasionally inspired to write editorials. Whether our efforts lacked merit or whether the people did not care to be serious for a few minutes we could never determine, however the fact remains that if we published an account of a dog fight it invariably elicited more comment than did our best efforts.

Now, my personal experience as an editor has been somewhat contrary to that suggested above, and I do not presume that that which I have written editorially has been more meritorious generally than that which Brother Perrin has written. However, my editorial paragraphs I am sure, have called forth more comment (both good and evil), from my readers than any other kind of material I have been able to print; although, like the Lawrence man, I am free to confess being a subject to those discouraging surprises common to all editors, when noting with what favor our most frivolous items are often received by our readers.

Of course, the tastes of different classes of people vary widely, and every good editor will of a necessity study carefully the character of those among whom his publication circulates, just as a wise advertiser studies the character of the circulations of various mediums before he places his advertisements; but, it is my opinion, based on years of observation and experience, that the average reader in the average community likes editorials. And I heartily believe in the editorial in the home press, because it is an important part of the varied service which every newspaper should aim to render.

Without service a newspaper is a nonentity. To serve the readers' interests should be the object of every line, every paragraph, and every page of the home newspaper. To disseminate the news and promulgate information of commercial value is one service of the home newspaper; to broaden the intellect and elevate the public mind is another service, which can be rendered through the editorial columns.

To mould public opinion is not, or, at least, should not be, the conceit of the modern editorial writer; nor should this be his excuse for maintaining an editorial department. His object should not be the vain hope of causing people to think as he does himself necessarily, but rather that more noble and glorious one of awakening their mentalities and sending their thoughts speeding through new channels and up to greater heights.

This, if accomplished, is surely a service of inestimable value, even though often unappreciated; because, to learn to think is the secret of all human greatness. It matters not so much what the opinion of one's readers may be, so

long as they become thinkers; because, a thinking man, as a rule, is a broad-minded man—not always ready to agree but ever willing to grant another man his view. People of this type make the finest kind of subscribers in the world.

✧ ✧

February 21, 1915.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—Under separate cover I am sending a few copies of The Eaton Herald for you to take a shot at if you care to. As soon as we get our new Stonemetz press installed we will change to a 6-column 8-page sheet, and as soon as we get the hang of the new paper will send copies. If you look up the census returns you will note that Eaton has but a little over 1100 population.

Yours truly,

P. E. HOGUE.

The publication referred to within the foregoing missive is one with which I have been fortunate enough to keep in touch these many years back. I call particular attention to my thoughtful use of the hackneyed term; for it is truly fortunate for any newspaper lover to have the privilege of reading even an occasional copy of this bright little sheet of Brother Hogue's, at which I am so cordially invited to "take a shot" in these columns. As I have doubtless remarked before during past reviews of the Eaton (Colo.) Herald, its brilliant editor is counted as one of Colorado's keenest humorists. His editorial columns, particularly, are always a delight to me, as I trust they are also to his many readers. The nature of his witticisms is most daring and surprising. A most laugh-provoking department which he maintains regularly is headed, "Just Joshes," and another regular feature of the editorial page is "'Round About," being short excerpts from exchanges, with sometimes a witty comment thereon. This department not only offers additional evidence of Editor Hogue's delicious humor, but also proves that he is not the only wit in the newspaper business in Colorado. But Brother Hogue does not confine his "joshes" alone to his editorial page—it leaks out occasionally in other columns of his excellent little paper; as, for instance, in these copies before me a "Great Prize Contest" is announced. In the initial announcement no mention is made as to what the prize is to be, but subscribers are urged to pay up their subscriptions, from one to five years in advance, after which it is stated, so brazenly as to be really funny, that the editor and wife will attend the National Editorial Association's meeting in Los Angeles, this summer. At first one might conclude, therefore that in the Herald's "Great Prize Contest" (which, the editor explains, is put on so that the Herald may not be outdone by the rest of the world's great newspapers), the editor and wife are the ones who win the prizes. A clever and original idea, indeed. But, in subsequent announcements it comes out in just what way the Herald's local readers are to benefit by the contest—they are to be rid of Editor Hogue for thirty days, at least,—a fact which the humorous editor modestly presumes ought to be well worth the advance payment of subscription. Later still this funny editor prints the statement that, should any one of his subscribers pay up for more than ten years in advance, he'd simply drop dead. (It is a wonder that some of his contemporary adepts at this editorial repartee did not exclaim: "'Tis a pitty someone doesn't") In still a later copy of the Herald a letter is reprinted, signed by some fifteen Eaton business men, in which Mr. Hogue is informed that, if he will make his proposed term of absence from the city of Eaton sixty days, instead of thirty, they will consider his proposition and pay in $20 apiece on subscription, showing at least that these fifteen Eaton business men have a proper sense of wit, too. This little publication is in every way a very neat and excellent sheet, and I close by congratulating it and its bright editor on the fact of the acquisition of the new printing machine. I can scarcely wait until I get the promised copy of the Herald in the new size.

✧ ✧

Columbus, Mont., December 19, 1914.

O. Byron Copper, DeSoto, Wisconsin.

Dear Sir:—I am mailing you under separate cover a few copies of The News, and wish to submit for your criticism the front pages and what ads I have marked in the various issues.

While this town has a population of less than fifteen hundred, still there are two papers and, of course, we take that special interest in the appearance of our paper that is usually so noticeable in a small town where competition exists.

While the press work is not what I should like it to be, still we think we can compare favorably with most of the country weeklies of this territory.

Yours truly,

GEORGE ROCHESTER.

By inadvertence this esteemed contribution has had months of unwonted neglect at my hands. This fact, however, does not detract from my present admiration of its delightful pages. The Columbus (Mont.) News is a regulation six-column quarto, all-home-printed, and is remarkable for the aesthetic make-up of the first page, its excellent news service, able editorial columns, neat typography and good print. In exhibits 1 and 2 are shown two attractive front pages from as many different copies of this beautiful publication, in which perfect results have been achieved by artistic balancing of head masses and minute attention to details. James T. Annin is editor and publisher of this

fine weekly, and his work, both on news features and editorial subjects, shows unmistakable talent and culture. I have pored over the advertising columns of this specimen most care-

THE COLUMBUS NEWS.

TWENTY-FIVE CANDIDATES SEEK COUNTY OFFICES

COUNTY COMMISSIONERS JOB MOST DESIRED

GERMAN ARMY ADVANCING INTO HEART OF BELGIUM

TODAY'S WAR NEWS

STILLWATER'S PROPERTY INCREASE CLOSE TO $1,000,000 MARK

THE BIGGEST INCREASE IS IN REAL ESTATE

COMMISSIONERS LEVY TAX RATE-SAME AS LAST YEAR

No. 1

fully, seeking something worthy of praise here, also; but, while there is no lack of neat and serviceable examples, yet I have discovered

YOUR PRESCRIPTION

A prescription when handed to you by a physician becomes your property. You can take it where you wish to have it compounded. No physician in this locality will critize your judgment if you bring your prescription to us

OUR SERVICE

When an important prescription is to be filled, or important drugs procured, no consideration but that of reliable service should be thought of. We have everything prescribed by physicians and our compounding is done with skill and care

The superior service which we furnish costs you nothing extra. Let us fill your next prescription.

A complete line of Cotton, Bandages and Surgical Dressings

THE OWL DRUG CO.

COLUMBUS MONTANA

No. 3

nothing worthy of special commendation. Out of the several ads marked for my particular attention (as stated in the above letter) I have chosen one—the one which I deem best—for reproduction herewith as Exhibit 3. This ad is good chiefly because of its simplicity and abundance of white; but it would have been better if still more greatly simplified by omission of the slender parallel panels and the faint underscores in the otherwise tasty signature. Also, there is entirely too great a diversity of

THE COLUMBUS NEWS

MAYORS AND COUNCILMEN HOLD ANNUAL CONVENTION IN BILLINGS

WERE MARRIED IN SUGAR CITY

CLUB SOCIAL ON FRIDAY NIGHT

TAX MONEY IS COMING IN FAST SAYS COUNTY TREASURER FRY

NIGHT SESSION FOR JUDGE STARK

Eleven Men And One Woman Are Made Citizens

Two Divorces Are Granted. Dates For Some Cases Are Changed.

EUROPEAN WAR INCREASES POSTAL SAVINGS RECEIPTS

NEXT LYCEUM ATTRACTION IS GOOD

NEW TELEPHONES AND POSTOFFICE FOR BASIN COUNTRY

No. 2

type faces in evidence—especially for so small a specimen—the original being about 6½ inches, double column.

✕ ✕

Iola, Wis., February 19, 1915.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—We are mailing you a copy of our paper and hope you will favor us with comments on the same. Our town is but a small one, less than 1000, and news matter is at times a conundrum. We also send copy of sale bill printed in our job department.

Thanking you in advance for any comments, we are,

Yours truly,

THE HERALD PUBLISHING CO.,

By B. L. Beesie, Mgr.

I will jump right into the work of this review by examining first the sale bill mentioned above (Exhibit 4) which, while a product evidently of the Herald's jobbing department, is practically as much a full-page newspaper advertisement as it is a poster, and therefore wholly eligible to consideration in this department of the

National Printer-Journalist. In the main, I would pronounce this a creditable piece of work, although there are features in it which, if eliminated, would materially improve appearances. First among these I will mention the double cut-off rules following and preceding the head and tail and dividing the introductory

JANUARY CLEAN UP SALE

COMMENCING JAN. 28th and to FEB. 2nd

COMMENCING JAN. 28th and to FEB. 2nd

If saving money is any object to you you will be here at least one day during this four day sale. The more you buy the more you save. You will find many bargains here that are not listed and every one a money saver.

Real Bargains

Save Money On Your Groceries !

Real Bargains

Sweaters

Get gold bond trading stamps at Jacobson & Swanson's, H. E. Berg's, Wimme & Diver's, and here. Paste them all in one book and get beautiful presents free.

IT PAYS TO SAVE EVERY STAMP.

SORBYE & LOBERG

NELSONVILLE, WIS.

HERALD PRINT IOLA WIS

No. 4

paragraph from the body mass of panels. I am not exactly a crank against the use of brass rules in advertisement and poster composition (as some might falsely gather from my remarks in these paragraphs) for I consider there are cases where the employment of such material is desirable and even seemingly necessary; but in this example they were not necessary, but really detrimental to the finished job; because, they impart a complication to the general aspect, which a compositor should always aim to avoid or at least reduce to the minimum. Another little fault common to many compositors is also present in the two panels opposite the word, "Sale," in the heading, where the three lines in each are heavily slugged in order to fill the box, whereas the extra space should have been dropped in above and below the first and last lines of the empaneled trio, thus producing a more compact mass of black in the center of the frame of double rule. Less space between letters in the word, "Sale," and more between the two ends of the word and the adjoining boxes is another suggestion compositors will always find profitable to remember in such cases.

A thorough examination of my correspondent's paper, the Iola (Wis.) Herald, discloses

THE IOLA HERALD

VOLUME XXIV — IOLA, WAUPACA CO., WIS., THURSDAY, FEBRUARY 11, 1915 — NUMBER 12

U. S. MAY ASK REPORT

OUR SKI TOURNAMENT

WIN ANOTHER SCALP

No. 5

the fact that it is a very creditable home weekly, of the regulation six-column quarto size, with

REMOVAL NOTICE

The CITY DRUG STORE will be closed on Saturday, Feb. 13th on account of preparing for removal. Monday, Feb. 15, the store will be reopened in the Bank of Iola building. I will now take the opportunity of thanking my customers for the liberal patronage of the past and trust to merit the same in the new location, where all are invited to call.

OBERT BERGEN, Prop.

No. 6

ready-printed inside pages. Contents are highly praiseworthy, the front page (Exhibit 5) being artistic in mechanical makeup and filled with headed news-stories, etc. A bright, up-to-date department of editorials, set in pica, double-col-

umn measure, a liberal budget of short locals, and an extraordinarily fine pageful of country correspondence completes the service offered by this sheet. A good print and plain, serviceable advertisements raise this specimen several notches in the scale of excellence. That which I deem a most striking and wholly harmonious ad specimen was found in the columns of this paper and herewith accompanies this paragraph as Exhibit 6.

✧ ✧

Rockdale, Tex., February 19, 1915.

O. Byron Copper, DeSoto, Wis.

Dear Sir:—Enclosed I am sending you a copy of The Rockdale Reporter for criticism, which if you see fit, would like to have your department criticize. I find many good points in your department each month and appreciate it very much, and think that I have improved quite a good deal since I began to read The Printer-Journalist.

With best wishes, I remain as ever,

Yours truly,

ROBT. E. CRANE.

What a pity that such (in several respects) otherwise excellent sheet as this is should be virtually spoiled with that crazy style of make-up as clearly in evidence in the accompanying min-

THE ROCKDALE REPORTER

AND MESSENGER

The First National Bank

OF ROCKDALE

Capital, $75,000. Surplus & Profits, $20,000

ROCKDALE AND THORNDALE PUBLIC SCHOOLS TO HAVE SPELLING MATCH

The Rockdale State Bank

Capital and Surplus, $80,000.00

AN ILLUSTRATION

DR. R. C. WALLIS GOES TO AUSTIN

WAS IT SUICIDE? ARREST IS MADE

ALCOVE

This Space Belongs to

B. L. Douthit

Watchmaker and Jeweler

Watch It Next Week

WHAT CAN ONE DO?

When One CAN Can Do This

ONE Can Buy One CAN of Chase & Sanborn's "SEAL BRAND" COFFEE

That Suits the Occasion

ONCE TRIED — ALWAYS USED

T. B. KEMP & SON

No. 7

iature reproduction of the initial page. (Exhibit 7.) No doubt the makers of this paper are familiar with the correct method or style of mechanical make-up advocated so long and logically in these columns of the Printer-Journalist, hence I shall not consume space in what in this case must surely be "vain repetition." The Reporter is an all-home-printed sheet, and its contents are therefore abundant and generally as good as they are plentiful. Good type faces are employed in the displayed portions of this live publication, and, as a rule, the composition is executed in a careful fashion. The evenly distributed ink and nicely impressed pages call for strong words of approval.

✧ ✧

I did not notice when the innovation began, but I note now that the East Washingtonian of Pomeroy, Washington, that splendid newspaper which I recommended to Prof. Eric Allen of the Department of Journalism of the Oregon University, as one of the best home weeklies in the United States, is now a semi-weekly, issuing a folio on Wednesdays and a full quarto edition on Saturdays. Both editions are all home-printed, of course, and very creditable in every respect.

✧ ✧

I have before me here a copy of No. 3 of the initial volume of the Belvidere (Neb) News, by

COME WITH THE BIG CROWDS

AUCTION SALE

Entire $12,000.00 Stock of Goods sold to Highest Bidder

Sale Closes December 24

Auction Sales start promptly at 2:00 o'clock and 7:30 o'clock p. m. EVERY DAY. Come in while the sale is on. Have one of the clerks help you pick out just what you want and hold same for the auctioneer to sell at auction.

Great Bargains at Your Own Price!

HERE IS SOME OF THE STOCK THAT IS BEING SOLD

All Goods Put Up to be Sold to the Highest Bidder

Everything offered for sale is FIRST CLASS merchandise; you can examine it before buying. We need money and take this method of raising the amount needed. Everything sold must be for CASH. Come and purchase what you need at your own price. Open 7 a. m. until 9 p. m. Highest prices for Country produce of all kinds.

THE BOSTON STORE

ADAIR "MERCHANDISE" THOMPSON, Auctioneer ADAIR

No. 8

H. Anderson, an all-home-printed folio, containing an abundance of creditable stuff, principally newsy, and this copy is supplemented with a supplement to the Hebron (Neb.) Cham-

pion instead of the paper in which it is inserted. It is evidently a new sheet being printed as yet in the Champion shop—and it gives promise of growth and prosperity in future.

A copy of the Adair (Iowa) News, which has evidently been on my desk for some time, proves that this is a most excellent all-home-printed weekly, offering its readers a most complete news service, with creditable mechanical work in all departments. The type equipment is first class, and the advertisement compositor knows how to use it to advantage. In exhibit 8 I take pleasure in reproducing one of the excellent full-page ads discovered in this specimen.

✧ ✧

A newsy periodical is this Newark (Ark.)

THE MARKS REVIEW

Vol. IX. Marks, Quitman County, Miss., Friday, February 19, 1915. No. 29

THE COST OF WATER AND SEWERAGE

By W R WALLIS

T. P. M'ARTHUR FOR SHERIFF

P. W. CARNEY WITHDRAWS

WHY WE SHOULD HAVE SEWERAGE

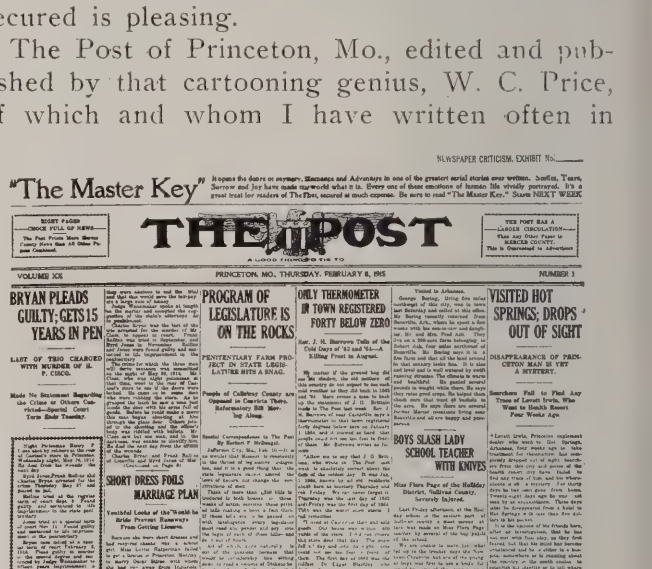
By DR S. L. STEPHENSON.

TO THE VOTERS OF QUITMAN CO.

WATER WORKS AND FIRE PROTECTION

A MONEY SAVING PROPOSITION

No. 9



"The Master Key" ... THE POST

A GOOD FRIEND IN TOWN

VOLUME XII PRINCETON, MO., THURSDAY, FEBRUARY 8, 1915 NUMBER 3

BRYAN PLEADS GUILTY; GETS 15 YEARS IN PEN

LAST OF TRIO CHARGED WITH MURDER OF H. P. CISCO.

PROGRAM OF LEGISLATURE IS ON THE ROCKS

PENITENTIARY FARM PROJECT IN STATE LEGISLATURE HITS A SNAG.

ONLY THERMOMETER IN TOWN REGISTERED FORTY BELOW ZERO

Sort, J. H. Burrows Tells of the Cold Days of '63 and '64—A Rolling Prest in August.

SHORT DRESS FOOLS MARRIAGE PLAN

Youthful Looks of the "Bride to Be" Prevent Runaways From Getting License.

LADY SETS FIRE TO HER CLOTHING

Mrs. Lizzie Payne of Sullivan County Ends Her Life in a Terrible Manner.

$150,000 SUIT GOES TO SUPREME COURT

Famous Shanklin Case Involves Much Valuable Property in Trenton

VISITED HOT SPRINGS; DROPS OUT OF SIGHT

DISAPPEARANCE OF PRINCETON MAN IS YET A MYSTERY.

BOYS SLASH LADY SCHOOL TEACHER WITH KNIVES

A RESIDENT OF THIS COUNTY 73 YEARS

Mrs. Wm. French Passes Away at Her Home Near Princeton at the Age of 83 Years.

STORK GAINS ON THE DEATH REAPER

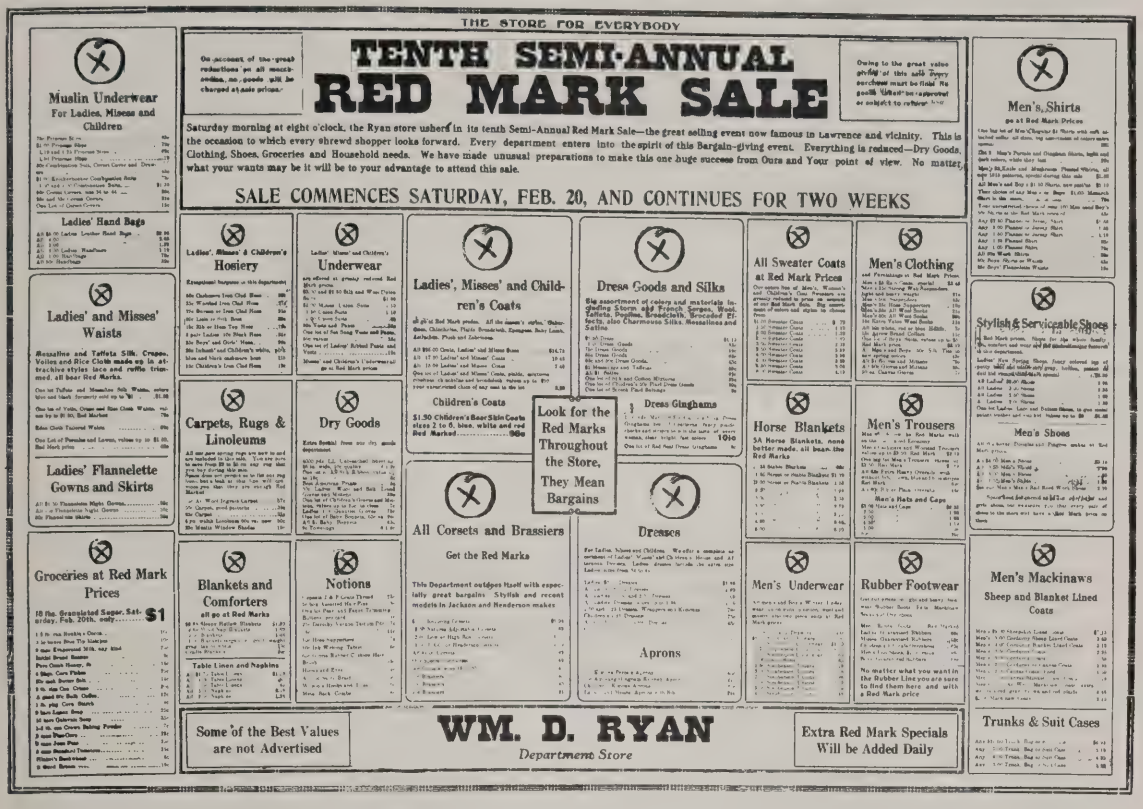
No. 10

Journal, which is well printed and the contents headed up in a way to make the pages appear extremely inviting. Too bad, though, that Editor O. F. Craig still thinks it necessary to run these two displayed advertisements on his front page. The great amount of news presented speaks well for the editor and no less gratifying is the sight of the well-filled editorial page. I have seen much worse mechanical make-ups than that in evidence in the Journal, although there is an unmistakable chance for great improvement in this respect by the adoption of this department's ideal plan.

I am reproducing the first page of the Marks (Miss.) Review, by Eug. P. Clarke, as Exhibit 9. In some ways this is a neat page, although it possesses a stiffness of aspect not exactly pleasing or disagreeable. The Review is a six-column quarto, but only the front and back pages are produced in the home plant, and all the local reading matter of interest to the average home reader is that to be seen on the creditable front page, as the back page is composed of advertising matter exclusively. The print secured is pleasing.

The Post of Princeton, Mo., edited and published by that cartooning genius, W. C. Price, of which and whom I have written often in glowing terms within the past, is unquestionably one of the very best home weeklies in the world. How delightfully its first page contents are featured up can easily be appreciated by reference to the accompanying reproduction. (Exhibit 10.) Besides this there is a grand editorial page, a couple of pages full of "Town Talk," being short local items, and a page "chock full" (one of Editor Price's own favorite expressions) of country news-letters—and when I say "chock full" in this case I mean there

isn't a line of anything else in the page. Then the other three pages are replete with headed stories similar to those on the front page.


THE STORE FOR EVERYBODY

TENTH SEMI-ANNUAL
RED MARK SALE

Saturday morning at eight o'clock, the Ryan store ushers in its tenth Semi-Annual Red Mark Sale—the great selling event now famous in Lawrence and vicinity. This is the occasion to which every shrewd shopper looks forward. Every department enters into the spirit of this Bargain-giving event. Everything is reduced—Dry Goods, Clothing, Shoes, Groceries and Household needs. We have made unusual preparations to make this one huge success from Ours and Your point of view. No matter what your wants may be it will be to your advantage to attend this sale.

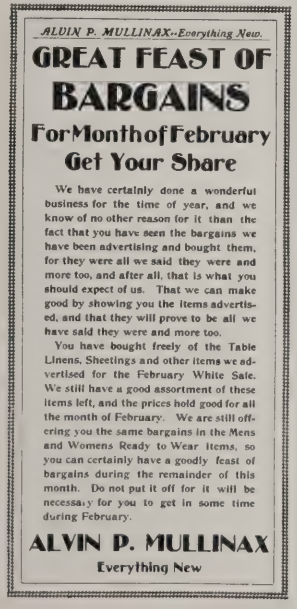
SALE COMMENCES SATURDAY, FEB. 20, AND CONTINUES FOR TWO WEEKS

Look for the Red Marks Throughout the Store, They Mean Bargains

WM. D. RYAN
Department Store

No. 12

Brother Price is an editor whose talents far excel those of the average country newspaper-


ALVIN P. MULLINAX--Everything New.

GREAT FEAST OF BARGAINS

For Month of February
Get Your Share

We have certainly done a wonderful business for the time of year, and we know of no other reason for it than the fact that you have seen the bargains we have been advertising and bought them, for they were all we said they were and more too, and after all, that is what you should expect of us. That we can make good by showing you the items advertised, and that they will prove to be all we have said they were and more too.

You have bought freely of the Table Linens, Sheetings and other items we advertised for the February White Sale. We still have a good assortment of these items left, and the prices hold good for all the month of February. We are still offering you the same bargains in the Mens and Womens Ready to Wear items, so you can certainly have a goodly feast of bargains during the remainder of this month. Do not put it off for it will be necessary for you to get in some time during February.

ALVIN P. MULLINAX
Everything New

No. 11

maker, and the pages of his delightful Princeton Post easily prove it. His shop is strikingly modern in equipment, with the result that the Post's pages are exquisite in typography and impression. One of the admirable advertisements taken from this sheet is shown herewith as Exhibit 11.

A regular semi-annual feature of the Lawrence (Mich.) Times is a two-color double-page advertisement for the Wm. D. Ryan department store of that city, used to announce their "Red Mark Sale." This big ad is printed in red and black, of course, and the latest is shown herewith as Exhibit 12. Every intelligent compositor will concede that, for so ponderous a specimen, the Times ad-man handled this advertisement in very creditable shape, notwithstanding the defective register of the top panels.

* * *

"GET MUCH GOOD."

Fairfax, Minn., March 13, 1915.

National Printer-Journalist, Chicago, Ill.

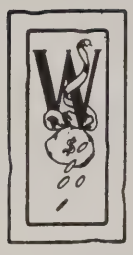
Gentlemen:—Enclosed please find two checks, both signed by the undersigned. One of these covers the back subscription to the Standard office for the valuable paper indicated on this check, while the other will credit up the subscription on the same Journal to March 1, 1916.

The National Printer-Journalist is thoroughly read in this office, not only by the undersigned, but by others in the office and we take pleasure in stating that we get much good from same.

Very truly,
PHIL PLOFF.

THIRTY DAYS AFTER ITS OPENING FINDS THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION THE EIGHTH WONDER OF OF THE WORLD.

By Edward N. Blakeslee.



WERE Jules Verne alive today he would find plenty of food for another of his great works, but with none of the mythical material which made his "Twenty Thousand Leagues Under the Sea" the delight of every school boy and grown-up year after year. Were Verne to stroll through the magnificent exhibit palaces and the wonderful grounds of the Panama-Pacific International Exposition today, just a month after its formal opening, he would see wonders of which even he never dreamed—and Verne, as all readers know, was something of a dreamer. Those who have visited this greatest of all universal fairs, among them thousands who had journey to Chicago, Paris and St. Louis during the life of the expositions of those cities, are a unit in declaring that world's history has been made at San Francsico and that scores of years must pass before another such exposition will open its gates to the people from the four corners of the earth.

Despite the great European war, which for a time was believed would prove a detriment to the exposition, every foreign nation of the earth is represented in a manner which is sure to cause the greatest amazement to those who believed the great struggle now going on would hinder these same nations from participating in the Panama-Pacific International Exposition. Not a single nation has overlooked the great oppportunity afforded by the exposition to exhibit the cream of its industry and today their exhibits in the various palaces are the center of interest to the thousands who throng each wonderful building, pausing in open-mouthed amazement at the scope of the exhibits that these countries alone have contributed.

Eighty thousand exhibitors are now installed at the exposition and among these are displays from Germany, Austria, France, England, Servia, Turkey, Belgium, Poland, Canada, Australia, New Zealand, Newfoundland, and Japan, showing that the great conflict of nations on the battlefield has had no effect upon the great fair. In addition to their exhibits, Turkey, Italy, France, Canada, Australia, New Zealand, Japan, Holland, Denmark, Norway, Portugal and Sweden have erected national pavilions. From South and Central America and the Orient have come Argentina, Bolivia, Guatemala, Honduras and China with beautiful national pavilions, where the national treasures and resources are shown in addition to the general exhibit made in the various exhibit palaces.

Nor is the United States government outdistanced by any other nation in the scope of its participation. Uncle Sam has taken over 173,000 square feet of exhibit space in the different palaces, a larger area than has ever been taken by any government at any world's exposition of the past.

Main entrance Palace of Machinery

When the gates of the exposition were opened on February 20th, the thousands who flocked through the turnstiles were greeted by a sight that is seen but once in a lifetime, the total outlay representing $50,000,000 and having a scope far beyond the fondest imagination of its guiding spirits. Since the opening day over 2,000,000 persons have passed its gates and this number does not include those who gained admittance as employes, or who, for other reasons, were not compelled to pay admission. This in itself has set a mark far surpassing any previous record of the same nature.

From an architectural standpoint the Panama-Pacific Exposition is far superior to any other ever held, some of the greatest artists in the world, after personal inspection of the buildings and their contents, having declared that the present universal fair is the height of man's ability along these lines. The exposition's architecture alone begins a new era in a distinctive American renaissance. The harmonious color scheme is one of the most notable features of the great fair, the work of Jules Guerin. Ten of the leading artists of the country further

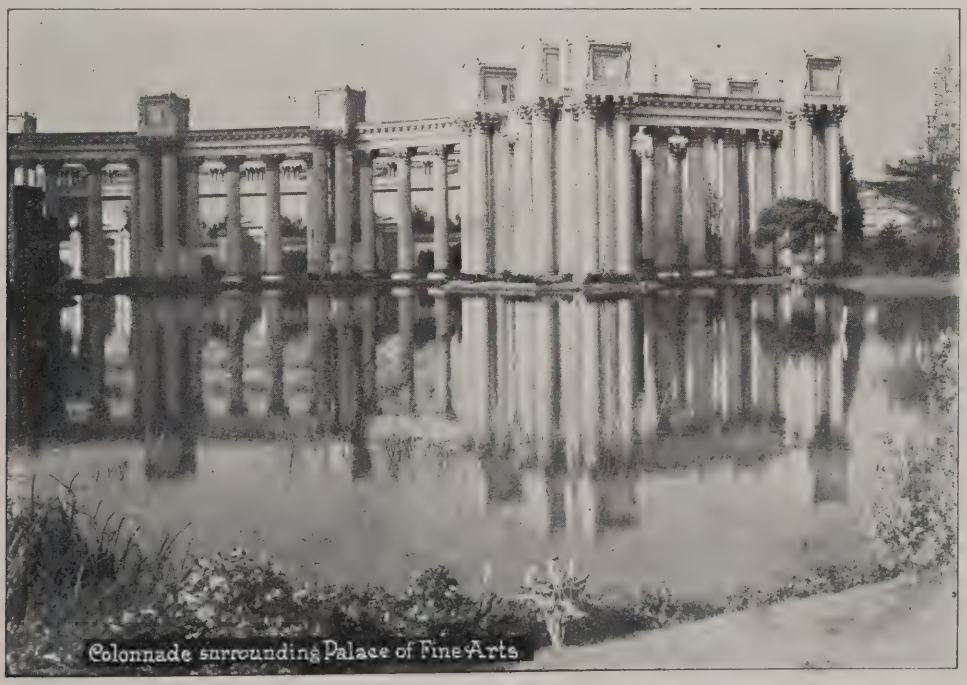
enhanced the beauty of the various palaces by their series of mural and sculptural contributions. Their daily beauty is enhanced a thousand fold by the nightly illumination, the most wonderful work of electrical art ever seen. The Tower of Jewels, the center piece of

For the pleasure seekers, the Zone will prove a revelation. The most wonderful mechanical effects, combined with all the latest entertaining features make this great highway of the exposition the Mecca of all joy seekers. The Zone is over a mile in length and both sides of its

Southern entranceway Palace of Liberal Arts

the great exposition, is a thing of beauty with the bright California sun shining down upon its thousands of cut and polished studs, but its nightly appearance is such as to hold the spectator spellbound.

Palm-lined walks and drives, between the stately and broad thoroughfare are concession after concession, an endless chain of amusement. Here the joyous may descend into the depths in a modern submarine or be lifted toward the clouds in an innocent looking cottage supported by a monster steel frame, which goes up and



Colonnade surrounding Palace of Fine Arts

beautiful columns of exhibit palaces and foreign pavilions, combine to make the landscape effect one of the most remarkable in the history of modern nature-beautifying. With the sunny waters of the Golden Gate at its back and the towering hills to the fore, the panoramic scene presented is one never to be forgotten.

up until the exposition lays open before the eye from a 250-foot elevation. Thousands of things in the amusement line never before placed before the public are gathered along the Zone and the nightly scene along this great way of joy is one to be remembered for years to come.

The beautiful exhibit palaces, of which there are twelve, form a wonderful center from which all other features radiate. Eight of these palaces are massed in one superb group, connected by broad promenades and interspersed with beautiful courts, set with fountains which pour forth a continual stream of sun-flecked water. To the west of the main buildings and fronting the Golden Gate the state buildings and foreign pavilions are situated, while beyond them are the live stock section, the aviation field, the athletic stadium and race track. All told, there are two hundred magnificent structures within the exposition gates, each one sure to hold the visitor's attention for hours. The architecture of these buildings, while not adhering to any particular style, is, in its whole, a leaning toward the Oriental, interspersed with the Mission idea, while the color scheme is principally an imitation of the exquisite Travertine marble of ancient Rome, pleasing to the eye in its restfulness and free from the disadvantages of shrill white, the color so much in vogue at past expositions.

The nightly illumination of the great palaces, and particularly the Tower of Jewels, is one of the greatest attractions of the exposition. "Flood Lighting," as it is called, is the main arrangement of illumination and the effect is startling in the extreme. Instead of being illuminated by strings of electric bulbs, which never give the proper toning, each building is the center for a masked battery of powerful searchlights, bringing its towers and coloring out as if the sun itself were centered on that one point.

The great band leaders of the world have been engaged to provide the music for all occasions, and the

Eastern Facade Palace of Mines and Metallurgy

Palace of Horticulture from the East

daily and nightly concerts have themselves brought thousands of music lovers through the exposition gates. Such leaders as Sousa, Creatore, Cassassa and others are among the many great band leaders who from time to time will lead their respective bands in the exposition stands.

In a word, the whole world is represented at the Panama-Pacific International Exposition and considering the fact that within a month 2,000,000 persons have seen its glories, no small part of the whole world's population will pass through its gates. As it stands today, this great universal exposition is almost the last word among events of the same character and to miss viewing its wonderful beauty and the exhibits stored within its palaces is to miss a trip to every country in the world. No need to journey abroad in these days of warring Europe. No need to see America first. It has all been brought to one center—the Panama-Pacific International Exposition.

CONVENTION OF ADVERTISING CLUBS OF THE WORLD.

The Convention of the Associated Advertising Clubs of the World will be held in Chicago June 21-25, 1915.

The Business Printing Exhibit is only one department of the large exhibit, and will be most interesting to printers and those of the allied trades.

This department will include printing, electrotyping, photo-engraving, paper, type setting, binding, and steel plate or die work.

As far as possible, all exhibits will be grouped, with slips attached giving manufacturer's name, under classified heads, to facilitate inspection and comparison.

Space is not being sold, except in unavoidable instances, where an exhibit is complete in itself.

Some of the classifications are: letterheads, circulars or folders of special type design, house organs, catalogues, novelty and business bindings, and complete advertising campaigns for direct by mail, wholesale, retail, jobber, service.

From those wishing to exhibit a subscription is desired, payable to the treasurer, while samples should be sent to the chairman.

Committee H. O. Bliven, Poole Bros., Clark and Harrison Sts., Chicago, Ill.; Paul W. Day, Montreal Electrotype Co., Montreal, Can.; Henry L. Johnson, The Graphic Arts, Boston, Mass.; Harry A. Gatchel, Treasurer, Gatchel & Manning, Sixth and Chestnut Streets, Philadelphia; S. Clayton Wicks, Chairman, George H. Buchanan Co., Philadelphia, Pa.

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CONVENTION PROGRAM OF THE NATIONAL EDITORIAL ASSOCIATION

JUNE 29 TO JULY 8

First Day

Meet in Normal Hall, Los Angeles, Tuesday, June 29, 1915

Invocation.

Address of Welcome—Mayor of City of Los Angeles.

Address in Behalf of Los Angeles Chamber of Commerce.

Address of Welcome on Behalf of State—Gov. Hiram Johnson.

Address on Behalf of School of Journalism of University of Southern California—Professor B. O. Bliven.

Address of Welcome on Behalf of California Press—

Response on Behalf of National Editorial Association—Hon. L. C. Crampton, Member of Congress, and Editor Lapeer, Mich., Clarion.

President's Annual Address—G. E. Hosmer, Denver, Colo.

Appointment of Convention Committees.

Report of Advertising Bureau Committee.

Discussion.

Report of Convention Publicity Committee.

Building Up and Pushing a State Association—Sam P. Harben, Secretary, Texas Press Association.

Editing "Women," by the Editor Woman's Page of the Chicago Herald—Mrs. Newell.

Discussion.

Congress and the Newspapers—Hon. Henry Barnhart, M. C., and Editor, South Bend, Ind.

Standard Advertised Remedies—Ervin F. Kemp, Editor, Standard Remedies, Chicago.

Discussion.

Report of the Legislative Committee—Sheridan Ploughe, Secretary, Legislative Committee.

Second Day

Discussion.

A State Editorial Association that declares Cash Dividends to Its Members—Alva A. Swain, Secretary, Colorado Editorial Association.

Discussion.

The College Girl and the Newspaper—Miss Sagie Velle Fenton, Editor, Logansport, Ind., Times.

Standard Advertised Remedies—Ervin F. Kemp, Editor Standard Remedies, Chicago.

Discussion.

How to get and Hold County Circulation for the County-Seat Newspaper—H. J. Blanton, Paris, Mo.; Jens K. Grondahl, Red Wing, Minn.

Discussion.

The Small Daily as a Big Fact in American Journalism—Mr. O'Flaherty, New York, of O'Flaherty's Suburban List.

Getting the National Advertiser into the Country Press—John Lee Mahin, President Mahin's Advertising Agency, Chicago.

Third Day

Discussion.

How to Get and Hold Advertising—Fred E. Hadley, Editor Enterprise, Winnebago, Minn.

Politicians and Newspapers — E. C. Brodie, Enterprise, Oregon City, Oregon.

The Relation of the Schools of Journalism to the Newspapers—Hon. Frank L. Martin, School of Journalism, University of Missouri.

The Editorial Page—Herbert Cavenness, Editor Chanute, Kansas, Tribune.

Scientific Newspaper Management—Charles H. Prisk, Star, Pasadena, Cal.

Syndicate Advertising—Mr. O'Flaherty, New York.

Report of Committee on Constitution and By-Laws.

The above program is subject to slight changes, and there will be two or three additions to it for the meeting at Los Angeles.

A business session of the Association will be held at the Fair Grounds at San Francisco on July 7th.

The final session of the 30th annual meeting will probably be held in Sacramento during the two days' stay in that city.

THE NATIONAL EDITORIAL TRIP FOR 1915

By far the Most Entertaining and Enjoyable in the History of the Organization

While the details are not wholly complete, they will be given in full in the May issue of the National Printer-Journalist, the following brief synopsis here is justified by the importance of the occasion. The delegates from the Eastern, Southern and Central Western States, and all others who can make it convenient, will meet in Chicago on June 23rd and are invited to attend the sessions of the Association of Advertising Clubs of the World that will be replete with interest to all newspaper-makers. Others will join the party en route.

On the evening of June 23rd the special train will be taken over the Sante Fe Railway for the West. Stops will be made and entertainments will be tendered, as heretofore announced, and as will be fully set forth in our next issue, at Topeka, Hutchinson, Denver, Trinidad, Sante Fe, Albuquerque and the Grand Canyon. The great exposition by representatives of the thirty-four remaining Indian tribes will be witnessed at Denver, and all the unequalled wonders of Nature, in her supremest efforts, will be viewed at the Grand Canyon.

Reaching the State line, the editors will be met by representatives of the California press, who will bring a royal Pacific Coast welcome with all that implies. At San Bernardino committee will take charge of the party on a well-arranged auto and electric trolley excursion through the region of orange groves, viewing San Bernardino, Redlands and Riverside. At the latter place is the Mission Inn, of which A. W. Glessner of the N. E. A. on a recent visit, wrote as follows to his paper, the Gelena (Ill.) Gazette:

"One canna expect to be baith grand and comfortable" is a quotation from a Scotch writer which hangs over the registration desk of the Mission Inn at Riverside. Grandeur may be indeed lacking at the Inn, but no one will question the existence of comfort and beauty therein. So extensive are the collections of paintings, marbles, bronzes and antiques housed within its walls that a book has been published describing the same. Another pamphlet contains a history of the various bells comprising the chimes which play at intervals during the day. A bell constitutes the trade-mark of the Inn and appears on the furniture, linen, china, lamp posts and other equipment of the hotel.

"The Mission atmosphere is carried out in the Cathedral concert room with its great organ. Finely carved pews at the sides contribute the church effect and when the organ is playing and the lights are dimmed one could easily imagine himself in an old-world cathedral. The design is further emphasized by the cloisters from which entrance is had into the guest chambers, the doors each having a single panel crossed by metal bars presenting a most artistic appearance of recent manufacture. They doubtless typify a style used in the early Spanish Missions."

This is the region of the first old Spanish Missions, that will be visited by the editors, and that will have been found in evidence all the way from Sante Fe and Albuquerque in the wonderfully beautiful architecture of stations and Harvey restaurants. Here, also, is the world renowned Magnolia Ave.

Secretary George Schlosser, to whom all inquiries should be made and remittances sent, at Sioux Falls, S. D., writes of the trip as follows:

Entertainment—The official train will be honored as follows:

Topeka—A stop is scheduled of one hour and thirty minutes, during which time the entire party will be served with a plain dinner and given an auto ride about the city.

Hutchinson—From one hour to one hour and thirty minutes will be given the Hutchinson citizens to serve our party with a luncheon and a ride about the city.

Sante Fe—Capital of New Mexico—perhaps the most historic and oldest city in America, is to be visited and will entertain the delegation by an auto ride, during which you will get a glimpse of the oldest house and the oldest church now standing on American soil, besides many other quaint and interesting objects, not the least of which will be the Pueblo Indians, who are thought by some to be the descendents of the cliff dwellers. A big surprise awaits us at Santa Fe.

Albuquerque—New Mexico's largest city, the State's Educational Capital, up to the minute in all modern achievements, and thoroughly Americanized, will meet our delegation with three hundred automobiles. The city will be viewed and many points of interest visited, after which a dinner will be served.

Grand Canyon—Sunday will be spent here, viewing the most wondrous creation in all this land. It is said that many famous authors have tried to give a word picture of its beauty and enchanting allurements and artists have tried to paint its beauty, but all have failed. You are to see it and judge for yourself. The day will be spent on the rim.

California—Monday, June 28th, will find us traveling in the beautiful orange valleys of the Golden State. During the first afternoon, the delegation will be the guests of the cities of San Bernardino, Redlands and Riverside. Sightseeing trips are being arranged and a luncheon will be served at noon.

Los Angeles—The train, if on time, will reach our first destination at 8:30 P. M., on Monday, June 28th.

The Huntington Hotel is designated as Bureau Headquarters. From this hotel all assignments of rooms will be promptly made. The official headquarters of the Association will be at the Gates Hotel.

The Association will hold its regular business sessions in this city, the original idea of concluding the meeting here having been abandoned, and sessions are arranged for at San Francisco and Sacramento.

Interspersed with our program in Los Angeles during Tuesday, Wednesday, Thursday and Friday, the citizens have arranged for an auto trip to occupy one-half day; an afternoon's entertainment at the Mission Play; an all-day trip through the suburbs of Los Angeles and beach towns; an evening's entertainment for men and women; an afternoon's reception for the ladies; if time permits an afternoon will be spent at Universal City, the the big moving picture center of the world, and any other entertainment which may suggest itself to the committee at a later date.

San Diego—On arrival at the station the Association will be met by representatives of the Exposition, Chamber of Commerce, City, and the Exposition Spanish Band. Hotel James will be official headquarters. During our stay in San Diego our time will be occupied visiting the Exposition; enjoying the music and entertainment at an organ recital by Dr. H. J. Stewart; Review and Inspection of U. S. Marines; Concert by the Fourth Regiment Band, U. S. M. C.; Luncheon, Patio, Southern California Counties Building; Sight-seeing auto

trips to Point Loma, Port Rosecrans and the Theosophical headquarters; Ocean Beach; Mission San Diego; Old Town; Coronado; Tent City; The Strand; Tia Juana in Old Mexico and a trip through the orange and lemon groves of Chula Vista. One entire evening will be spent "On the Isthmus," the amusement street of the Exposition.

On our way to San Francisco, two and possibly three stops may be made. One at Santa Cruz of possibly one hour.

San Jose—A stop of at least six hours is planned in this "Garden City of the World." During this short period we will be given a glimpse of beautiful Santa Clara valley, where you can ride for hundreds of miles through nothing but great orchard tracts of prunes, peaches, pears, apricots, cherries and in fact everything heart can wish for in the fruit line. San Jose is known as the Convention City of California. Lick Observatory is located close by and the city is one of the educational centers of the State. If we don't see all the city has to offer it won't be the fault of its citizens. But our time is limited. The shades of night are falling and we must hasten on to the Exposition City.

Program for Oakland, San Francisco and Sacramento not yet at hand.

EXHIBITION AND ADDRESSES ON POSTERS

That America leads the world in the quality of its newspapers, magazine and direct advertising, but is far behind Europe in the designing and use of posters, was the opinion expressed by one of the speakers at the opening of the exhibition of forign and American posters held under the auspices of the American Institute of Graphic Arts at the National Arts Club, New York, March 26th to April 3rd.

The gallery of the National Arts Club at 119 East Nineteenth Street looked very attractive with its many spots of color. The posters, selected from several thousand in the collection of Henry Lawrence Sparks, were arranged on the walls in national groups, and there were characteristic designs from Belgium, Germany, Japan, England, Russia, France, Italy, Holland, Spain, Switzerland and the United States. The posters included the work of recognized masters in the various countries, and students of color, art and advertising found among the specimens shown much material for study.

Of practical interest was an exhibit of the materials used in producing posters by the woodcut and lithographic methods. Alongside of a "Watch Your Step" theatrical poster were four large boards from each of which one of the colors of the poster had been printed. A large lithographed portrait of Sousa was accompanied by the etched sheet of aluminum used, in place of lithographic stone, for the printing.

The American display was a modest one that contained several very fine examples of poster printing.

A portion of the exhibit, of popular interest at this time, was a collection of miniature posters in the form of advertising stamps displayed at one end of the galley. The stamps were shown through the coöperation of the Art Stamp League of America and the Volland Company. The poster-stamp display gave evidence of the fact that American artists are developing a great deal of ability in poster-stamp designing, as many of those shown were of exceptional quality.

After the opening dinner, members of the American Institute of Graphic Arts assembled in the exhibition galleries and listened to several addresses on the subject of posters. President Oswald presided. Henry Lawrence Sparks, from whose collection the poster exhibit was made up, gave a short talk in which he expressed the hope that this, the premier national exhibit of advertising posters, would be but the first of a series of similar exhibitions. He expressed the opinion that too many posters are drawn by general designers in lithographic establishments, and that more of such work should be designed by artists more capable.

Professor Arthur W. Dow, formerly head of the Pratt Institute and now of the Teachers' College, author of a book on art, and a leading authority on color, began his address with the assertion that exhibitions of this kind would teach artists that there is something in art besides painting the nude, copying historic ornaments and picturing nature. A poster is made up of dark, light and colored spots, arranged in a space. The spots are sometimes dead and sometimes alive, depending upon the artist's ability to arrange the spots so that one will act with the others. The lines in a poster should suggest more than a person sees. The Japanese do well in the arrangement and balancing of color.

C. Matlack Price's address was very instructive. He is the author of a book on posters. The posters in the exhibit, being grouped nationally, revealed the superiority of the European product. There are two elements in the poster—the idea and the execution; and an ideal poster is good in both idea and execution. The idea can be good and the execution poor; the idea poor and the execution good; and both can be poor. The poster should be simple, clever, attractive, perhaps sparkling, spontaneous, appropriate, sometimes humorous but in good taste, and should tell the story pictorially at a glance. It should not be elaborate in detail or labored; the designer should know where to stop. The coloring should be brilliant, yet simple; when many colors are used most of them are wasted, as the eye does not see them all. A poster will sometimes succeed even if the drawing is not good if the idea is clever. Some poster artists are good draftsmen and some are not. As detail in a poster is lost at a distance, it is unnecessary. The best have no background and not too much lettering, as small lettering cannot be seen across th street, which is the test. Some old English posters would have made excellent stained-glass windows, but are depressing as posters. Size does not necessarily determine the poster. A design weak in a small size will not be strengthened by enlargement; a large poster design if it is good will look well reduced. The United States with its many mammoth business enterprises should be able to show better posters. American artists are not given proper opportunity, and the reason for this country's trailing in the matter of good posters is that American business men are poor buyers of art. They should purchase fewer drawings and use them oftener, reproducing them by numerous processes for various purposes. In the United States two mistakes are made. We do not take posters seriously enough and we take them too seriously. Lithographers and printers should study art, and artists should study the processes of lithography and printing.

Robert Frothingham put into his talk all the vim and enthusiasm that one expects from an advertising man. He is an enthusiast on outdoor publicity. He brought out the fact that in England advertising is done almost exclusively by means of posters, and it was not until the advent of Selfridge in London business life that newspapers and other mediums were used to much of an ex-

tent. The English business man is very conservative and takes no chances. His experience and that of his father before him have brought the knowledge that poster advertising pays. England is the most intensively postered area in all the world. The American business man has yet to learn the real value of the good poster. He has been too much inclined to look upon poster advertising as connected with circus methods of publicity. Theatrical posters are among the best that are used in America. Mr. Frothingham told how one theatre dropped sixty thousand dollars after discontinuing poster advertising for a while. European success in the use of the poster is due to the fact that full weight is given to the artist's conception, and the business man does not force his personal prejudices in art and advertising upon the artist and advertising agent who are assisting in the work of selling his goods.

The American Institute of Graphic Arts and the National Arts Club held a joint meeting at the club the evening of March 31st, when a stereopticon lecture on, "The Making of a Poster," was delivered by Arthur Wiener, the poster designer.

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NEWSPAPERS IN SCHOOLS

At Houghton, Mich., the high school seniors have a habit of gathering around two large tables in the history room of the public library. Here they work with pen, scissors and paste and the tables before them are covered with newspapers. The students are preparing material for their second semester's work in civics, and their teacher sits with them directing and assisting in their work.

The pupils look through the papers for paragraphs or items of news pertaining to the political, governmental, social and economic affairs in their own state of Michigan such as will be likely to be useful in the class when it takes up the study of state and local civics. These are clipped out and pasted on sheets or collected in large envelopes where they may be found when they are wanted. Each envelope contains items on some special subject, as road building, railroads, shipping interests and state and city finance and government.

The constantly growing collection is kept in the history room, and when there is occasion the clippings are brought out for study and use. If the local papers have reports of council meetings or of meetings of the county supervisors, a supply of these are kept for future reference. If free government pamphlets are mentioned they are sent for to state headquarters and placed with the other material for use when needed.

Several other Michigan high schools have taken up the idea and it is likely to grow in other states as well as in Michigan. An incidental advantage in such a method of study is the acquaintance it gives the pupils with terse, clear newspaper English. Various other advantages have grown and are likely to grow out of this use of the newspapers in high school studies.

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Washed Air Needed

This seems to be pretty complete, but one modern apparatus is lacking, that of washing the air, clearing it of all impurities and furnishing the supply warm in winter and cool in summer.

No doubt all proper arrangements for thorough ventilation have been provided, but the removal of dust and the washing of the air and keeping it at an even temperature and containing proper moisture are now essentials.

Pure air is the one great essential and the apparatus for removing the dust has shown surprising results. The dust in the large cities has been found to contain all manner of impurities and, when gathered up in bulk, gives forth more offensive odors than does an open sewer.

The issue of the Saturday Evening Post of September 19th, contained the following statements:

"Ten or twelve years ago a palatial new hotel was opened in the city of New York. One of its famous luxuries was a ten-thousand dollar bed; and another was its air-washing plant, by which every cubic foot of atmosphere breathed by the guests was carefully laundered. Ten-thousand-dollar beds are still rather scarce, but air-washing has since become so common that today many men who carry dinner pails and many girl clerks at ten dollars a week work in a factory or store where the atmosphere is as clean as it was in the most wonderful metropolitan hotel of a decade ago. Indeed, the factory and store of tomorrow will have nothing but washed air, warmed in winter and cooled in summer, with the humidity carefully adjusted for comfort and health. The windows in such buildings will be unopenable, because the engineer regards an open window not only as a source of contamination but as a leak in his system corresponding to a broken pipe in a water supply.

"Air was cleansed at first by passing it through cheesecloth screens; but now the common practice is to wash it with water sprays that take out as much as ninety-eight per cent of dirt and dust, after which it is distributed through the building. City dust is complex. It contains finely divided horse manure, bacteria, soot, ashes, sand, lime, brick dust, and particles of steel, from wheels and rails.

"One has only to see the accumulations of the air-washing system to be won over to the practice of washing air—or to smell it, rather; for the accumulation from a large building soon runs into wagonloads, and the odor from miscellaneous decomposing matter is far more offensive than from sewage.

"Dustlessness pays. Cleanliness is next to profits."

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The winter meeting of the Vermont Press Association was held in Montpelier, January 22nd, with President Wallace H. Gilpin of the Barton Monitor presiding.

An attractive afternoon program had been arranged, consisting of interesting discussions on the value of type-setting machines by Otto R. Bennett, Manchester Journal; J. E. Appolt, Hardwick Gazette, and W. C. Belknap, Bellows Falls Times. This was followed by discussions on clubbing and bookkeeping, and F. E. Langley of the Barre Times talked on space grafters.

The old officers of the association, consisting of Wallace H. Gilpin, president; L. B. Johnson, Randolph Herald, secretary and treasurer; the same vice-presidents, one from each county, were re-elected, and the same committee appointed.

A banquet in the evening at which several notables made short talks ended the meeting.

A GOLDEN JUBILEE

The Illinois Press Association to Celebrate Its Semi-Centennial by a Convention in Chicago May 19, 20 and 21

RRANGEMENTS are being made on a broad and liberal scale for the approaching convention of the Illinois Press Association. It is to be in every way worthy of a Semi-Centennial Anniversary. Every newspaper man in the State should be interested and every newspaper be represented.

What the Association has done for the press and the State of Illinois can never be correctly estimated. A pretty good idea can be secured as to the service rendered from the article, printed elsewhere in this issue from a Minneapolis paper as to the Minnesota Press Association. Read the article, for it contains just what can be said as to the Illinois Association. We need not go into this matter here, but the rather devote our attention to the approaching event.

The arrangements are not yet complete, but that such men as Hon. Josephus Daniels, for so long a time editor and publisher of the Raleigh, N. C., News and Observer and now Secretary of the U. S. Navy; Editor James Keeley, of the Chicago Herald, and the noted cartoonist and writer of international reputation, John T. McCutcheon, of the Chicago Tribune, have been secured as speakers, indicates the high value and character of the literary program that will be presented.

That the convention is to be held in Chicago in May is assurance that the entertainments will be unusually attractive and on the liberal scale for which the city has become noted in its treatment of press organizations and newspaper men. That great organization, that represents in its thousand and more members of leading business men, the great commercial, industrial and economic interests and institutions of the great city, has arranged to give a banquet that will be worthy the occasion and will mark fifty years of unsurpassed growth of the commercial and industrial center of the Nation, as well as of the newspaper press.

President J. M. Page, who so long and faithfully served as Secretary of the Association, naturally feels and expresses great anxiety that this should be the very best convention in the history of the Association and in every way worthy of such a "Golden Jubilee" to represent in proper way the press that has grown in the fifty years from four or five score of publications to 1,761, with 172 dailies, 1,052 weeklies, 33 semi-weeklies and 446 monthly publications, published in 646 different cities and villages.

The convention will be held at the Sherman House, May 19, 20 and 21. The time could not have been better chosen. It precedes the National Editorial Convention a month and at a time when arrangements will be completed for what promises to be the largest assembly of editors in the Nation at a time when delegates can be selected with full understanding of the great things in store for the trip to and meeting in California and the visit to the wonderful expositions in celebration of the completion of one of the most stupendous and world-reaching and serving enterprises of the past four hundred years. The new Secretary, successor to President Page, in this office, J. M. Sheets, Oracle, Oblong, Ill., is on his job with earnest zeal and will be glad to hear from every newspapermaker in the State, with encouragement and suggestions. The best encouragement possible will be for every editor and publisher, not now belonging to the Association, to send in application for membership. Every present member should also write, assuring the Secretary of attendance at the convention. This will help in the making of proper arrangements for entertainments, etc.

The Illinois Press Association should have at least one thousand earnest, active members. Every newspaper in the State owes the Illinois Press Association fifty times the price of membership for direct services actually rendered through valuable legislation secured, to say nothing of the help along other lines that has resulted, as has much of the legislation, in direct money returns as well as in protection from threatened encroachments on the legitimate rights of the press and the putting newspapers in better standing with and relationship to the leaders in business and political affairs and the people in general. The whole press of the State is better thought of; more highly esteemed and more trusted and relied upon by reason of the work of the Illinois Press Association during the past fifty years. Reputation and wide public confidence and esteem count very much in the newspaper business. Let not the newspaper men of Illinois, who do so much for others, show themselves ungrateful for the good services that they have received, nor unmindful of the greater possibilities of accomplishment if every editor and publisher in the

State joins hands in the Association and makes the organization all that it should be in numbers, in strength and in wise, united councils and well-planned aggressive action for the good and upbuilding of all.

A bill is now pending in the legislature amending the utilities law to permit newspapers and railroads exchanging advertising for transportation, and will probably pass.

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WHAT OUR SCHOOLS OF JOURNALISM ARE DOING

A FEW years ago Theodore A. Cook spoke in London to a gathering of home and overseas journalists on the subject, "The Specialist in Professional Journalism." He described himself as one who had edited an evening paper, The St. James Gazette; who had for some years been on the staff of a great morning newspaper, The Daily Telegraph; and who was then editor of a weekly paper, The Field. In his remarks he said: "Let us hope that in this country at any rate we shall never see, as may be seen in the United States, a department in a university specially devoted to the special training of the journalist. I can conceive no educational experiment more certainly foredoomed to failure. The only things you can teach a journalist are the things he must learn inside the office of his own newspaper and nowhere else." What has been the success or the failure of these special departments, or schools as they are sometimes called, of journalism established at American universities? That is the topic on which I wish to speak.

Other things besides charity may begin at home. So I shall start with the institution with which I am connected. Here many of the things are actually learned inside a newspaper office, for the classes in news writing and news reporting meet in the city room of the New York Globe after the last edition of that paper has gone to press and the regular members of the staff have locked their desks for the night. After the Globe and other evening papers have been carefully read for tips on news stories, assignments are given the student reporters by the instructor, George T. Hughes, for many years city editor of the Evening Mail, and now city editor of the Globe. Other assignments are based on information telephoned by the student who is covering police headquarters for the night. Not all of the students are sent out, because of the possibility of some big piece of news breaking late. Students who remain in the office in order to meet such an emergency are kept busy rewriting news items. Student reporters either return to the office to write their stories or else telephone the facts, which are then whipped into shape for publication by students not employed on the rewrite stories. Everything is done just as it would be in a newspaper office except actually setting up the material on the Linotype. Some schools of journalism, especially those connected with Western universities, get out daily papers.

The student work at New York University is not without some of the excitement of the real newspaper. Quick action is often demanded. By way of illustration, I may mention the experience of one of the students who was sent to an uptown hotel to interview a German physician, who had discovered a sure cure for tuberculosis. He telephoned that the doctor was leaving for Montreal and would see no reporters—not even the genuine article. Examination of time tables showed that forty minutes remained before the Montreal express left. Another student went to the Grand Central Station: he came back "with the goods." The details would make a cub reporter story for a popular magazine.

Frankly, students often have a hard time getting interviews. Some people do not want to talk to a student who is unable to get the interview into print. Especially is this true when the person has some axe to grind. On the other hand, a few will speak more freely because there will be no publicity in the morning paper.

When Taft passed through New York to take up his academic duties at Yale, a student tried to get an interview. He was unsuccessful. The city editor cannot very well ask a man why a cub reporter failed, but the college instructor may—or does—ask for such information about his student. My letter to Taft brought a reply which said that the student did not make it clear that he was connected with a school of journalism and not with a daily newspaper and that had he done so the interview would have been granted. In other words, Taft was unwilling to talk for publication on the subject suggested because he was unfamiliar with the topic, but he would have talked to a journalism student.

Some of the cases where the person interviewed wants the student to get the conversation into print if possible are rather amusing. A number of New York papers received a communication from a man who said he could not find employment and wanted to die. A student of mine was sent to get the facts in the case, if possible. He wrote a hard-luck story and grieved over the fact that he could not print the item in some paper. Later the man confessed that he did not want work, but was simply seeking publicity to get the ear of theatrical producers about some plays he had written.

My friend, Dr. Talcott Williams of the Pulitzer School, tells how one of his women students was sent to interview Mme. Montessori when she was in this country. The woman who believes in educating the "kiddies" by letting them play would see no reporters. She did want to get a maid to do up her hair. Thereupon the student got a cap and an apron—and also got the job. Madame was much surprised that even a maid in a New York hotel should know so much about her work in juvenile education. She was more surprised when she learned the actual facts.

Women students I might say are "making good" in all the schools of journalism. When Mitchell was running for Mayor of New York, I sent two young men to get an interview with him and a little later in the evening assigned two young ladies to get a "human interest story" at one of the meetings where he was to speak. The former "fell down"but the young ladies got into Mitchell's auto—"How?"—I don't know—and rode around with him to several meetings. Each came back to the school with a good story.

Editorial courtesies are naturally hard to obtain for students. Yet the coöperation, especially of public officials, has been most kind. Police commissioners of New York have furnished a sufficient number of police cards to get students within all lines so that there has been no handicap in the matter of gathering the news. Members of the police force could not have been kinder

to the star reporter on New York's greatest daily—whichever paper that may be—than they have been to the journalism students at New York University out on assignments.

Practice in editing copy and writing headlines is given in the class in newspaper practice. Copy is furnished in the flimsy sheets supplied by one of the great news gathering agencies. In this course instruction is also offered in proofreading.

A course in current topics is conducted by Albert Frederick Wilson, formerly a member of the editorial staff of "The Literary Digest." The editorial pages of the daily papers coming to the department are carefully studied and students are required to compile articles showing, by liberal use of extracts from editorials, the different points of view taken by the press at large on the great questions of the day.

In the course in editorial writing, given by Royal J. Davis, an editorial writer on The Evening Post, students try to interpret the news. Their attempts often break into print in the shape of "letters to the editor." New York papers have not been the only ones upon whom the imposition has been trust. Other technical courses include newspaper making, advertising, magazine and newspaper verse, magazine writing, magazine fiction, history of journalism, literary and dramatic criticism.

The first college or university to offer work in journalism was the Virginia institution, Washington College. Shortly after General Robert E. Lee became its president he established some fifty or more press scholarships which were awarded to students who intended to go into newspaper work. Such students were required to work an hour a day or its equivalent in a local printing plant.

Among the pioneers in journalism instruction at American colleges may be mentioned: Joseph French Johnson who established newspaper classes at the University of Pennsylvania; Fred Newton Scott, at the University of Michigan; Merle Thorpe, at the University of Washington; and Walter Williams at the University of Missouri.

Taking up the journalism work at some of the other institutions, I might mention that done by the Rev. J. E. Copus, S. J., Director of the School of Journalism at Marquette University. In a recent letter to me he says: "The first year class in the second semester is divided among the morning papers of the city and with extraordinary kindness the city editors send out the students with the regular reporters. This gives the students an opportunity to get a taste of the real thing early in the bame. Copy, on these occasions, is required to be written the same night and is later compared with the reporters' stories. One effect of this plan is to put the school and the newspaper in very close touch so far as the student is concerned. It makes the school less of an academic affair, and shows the boys that what is taught in the class-room is after all intensely practical."

Schools at the University of Kansas and the University of Texas get out local trade papers which are mailed free to all editors in the states where they are published. The University of Missouri issues the University Missourian, which is a credit to the town (Columbia) in which it is located. While its technical courses are much the same as those already discussed, it has done excellent work in publishing a number of practical and helpful bulletins dealing with newspaper problems. The Wisconsin idea in technical training may be briefly outlined as follows: The students in journalism edit the Daily Cardinal, a twelve-page morning paper. No help is given by Professor W. G. Bleyer, the head of the department, or by his assistants, in order to give students an opportunity to put into practice in a limited field what they have learned in the class-room. This paper is the only college publication in the country, so far as I know, that has a woman's page. In addition, students in news reporting take regular assignments on two daily papers published in Madison.

As Secretary of the American Association of Teachers of Journalism I recently collected some statistics which might interest you. There are thirty-nine institutions of higher education in this country which are offering work of some sort in journalism. At the beginning of the college year 1914-15, there was enrolled in these journalism classes 2,107 students. But I will not weary you with figures. You have had enough already—to judge by the discussions I have heard here.

With apologies to the gentleman mentioned in my opening remark, the movement is bound to spread to England. Why? By way of answer let me quote from an address on, "What Journalism Wants from the Schools," delivered by Robert Donald before the Institute of Journalists at its education sectional session held at King's College School, Wimbledon: "The difficulty which the beginner finds now, more particularly in London, is to obtain a start. No leading newspaper wants a young journalist, however well educated he may be, unless he has had some practical experience. It is becoming more and more difficult for juniors to obtain suitable grounding in connection with local newspapers. The small country office in which the learner generally takes his plunge provides very little useful knowlege beyond the first steps in the technical side of an intricate profession."

Where, if not in a school of journalism, is the beginner to get his technical instruction? What such a school may do was well outlined in an address on "Schools of Journalism" which the late Whitelaw Reid of the New York Tribune delivered in 1872 at the University with which I am connected. "West Point cannot make a soldier; and New York University cannot give us an assurance of an editor. But West Point can give the training, discipline, and special knowledge without which the born soldier would find his best efforts crippled and with which men not born to military greatness may still do valuable service. This University may yet do as much for the embryo Bryants and Greeleys, Weeds and Raymonds, and Ritchies and Hales, who are to transform American journalism into a profession, and emulate the laurels of these earlier leaders, with larger opportunities on a wider stage to more beneficient ends."

* * *

ILLINOIS PRESS ASSOCIATION CHICAGO ENTERTAINMENT PROGRAM

Wednesday night, May 19th—Grand Carnival, Midway Gardens.

Thursday night, May 30th—Banquet tendered by Chicago Association of Commerce. Special speakers—John T. McCutcheon, talk on his trip through the European War and probably Col. Henry Waterson of Louisville, Kentucky.

Friday night, May 21st—Theatre Party.

CHARLES E. KING.

SAN FRANCISCO—THE FINANCIAL, COMMERCIAL AND INDUSTRIAL METROPOLIS OF THE PACIFIC COAST

IN the early Fifties, Horace Greeley said, "Go West Young Man," and the ambitious young men have been going West ever since. From New York a man goes "West" to Chicago or St. Louis; from there it is "West" to Denver or Salt Lake, while the real "West," the Pacific Coast, is usually termed the Far West.

To an Englishman, a five-day transcontinental trip in a Pullman is undoubtedly looked upon as a gigantic undertaking. What must it have been to the pioneers of '49 who traversed the Midland Trail in prairie wagons?

While the Pacific Coast includes California, Oregon, Washington and British Columbia, each section of which has its rightful claims setting forth its own peculiar advantages, this article will be confined to the commercial, industrial and financial center of the West—San Francisco—The Exposition City.

California is 750 miles long. Its coast line is as long as the Atlantic Coast from Boston to Charleston, South Carolina. In area California is equal to the combined states of New York, New Jersey, Massachusetts, Rhode Island, Vermont, Maine, New Hampshire, Connecticut and Ohio.

And yet there are only as many people in California as there are in Chicago!

Does that spell opportunity to you?

The population of California in 1910 was 2,317,549, an increase of 60.1% over that of 1900, when the state ranked 21st in population. It now ranks 12th. Japan with practically the same area supports 40,000,000 people.

By this time you are wondering why no special mention has been made of San Francisco. What has the State to do with the City? It is the back country upon which the city depends—the backbone of the metropolis. The fertile valleys of the Sacramento and the San Joaquin, extending some 600 miles in length, as well as the Napa, Sonoma and Santa Clara Valleys all drain into San Francisco Bay. The products of these valleys are shipped to all parts of the world from San Francisco. Here the raw materials are manufactured into the finished products. These goods are all handled by San Francisco brokers, commission houses, and warehouses. The banks finance most of the big enterprises. A few facts and figures might be of interest to you:

Bank Clearings for 1914.	Money Talks.
San Francisco	$2,516,004.817.00
Los Angeles	$1,145,674,870.00
Seattle	627,861,179.00
Portland	577,075,538.00
	$2,350,611,587.00

San Francisco bears the same relation to the Pacific Coast that New York does to the nation. For the year 1914, San Francisco ranked:

First in actual value of land and improvements per capita.

Third in average capital per national bank.

Fourth in building contracts.

Fifth in foreign imports.

Seventh in foreign exports of domestic goods.

Eleventh in number of manufacturing establishments.

Over one-half of the population are savings bank depositors.

The total amount expended in the rebuilding of San Francisco is equal to the cost of the Panama Canal.

Of the eleven principal cities of the United States, San Francisco has the lowest percentage of mortgage indebtedness on real estate and the highest actual valuation of land and improvements per capita.

These indisputable facts prove conclusively that San Francisco is a strong and sound financial center; in fact, it is the largest west of Chicago and the undisputed financial, commercial and industrial metropolis of the Pacific Coast or the Regional Bank would not have been located there.

The largest fruit and vegetable cannery in the world is located in San Francisco, and the only chocolate, perfume, and glass works on the Pacific Coast are doing a big business here. The largest ship building plant, dry dock cordage and cooperage factory in the West is located there where nearly every variety of manufactured articles is to be found.

In speaking of San Francisco, the metropolitan area, or what is better known as Greater San Francisco, is often referred to. The city itself is a consolidated city and county occupying forty-six and one-half square miles, situated on the end of a peninsula surrounded by water on three sides—San Francisco Bay on the east, the Pacific Ocean on the west and the Golden Gate on the north.

After the fire of 1906, several thousand people moved across the bay to Alameda County. Here we have the three cities of Oakland, Alameda and Berkeley, with a combined population of 300,000. There are 60,000 people in Marin County to the north and San Mateo County to the south. These compose the Greater San Francisco, which exists today in every form except politically. It is a city of well over 900,000 people and would be the fourth largest city in the United States if it existed politically.

In Richmond, across the bay, are located the largest winery and oil refining works in the world. The only cotton mills in the west are in Oakland, where the entire output of the Imperial Valley is manufactured into yarn, thread and cloth.

The Chamber of Commerce has complete data on all manufacturing plants in this city and vicinity, and will be glad to furnish information upon request.

Large, well-equipped wholesale houses, carrying the most complete stocks in the West, annually sell millions of dollars worth of eastern manufactured goods.

The retail district is frankly acknowledged by all who know, to be one of the world's greatest. The stores are all new and exceptionally beautiful, containing a great variety of staples, as well as the finest products of French and other foreign looms.

The social life of San Francisco is all that could be desired. Homes of all sizes, descriptions and rentals may be secured to suit one's needs. It is the greatest hotel city in the United States in proportion to its size and is exceeded only by New York in the number and accommodations. The apartment house district has grown with great rapidity of late. Cottages, bungalows, homes on the installment plan, and residences in restricted building tracts, all can be found in desirable localities.

Clubs, both athletic and social, are numerous. The Y. M. C. A. has a handsome building near the heart of the city. Churches of every description are to be found. San Francisco is probably the most cosmopolitan city on the continent. The largest French savings bank, library and hospital outside of France, are located there. Banks, newspapers and restaurants of every nationality

bespeak of flourishing residents from all quarters of the globe. The theatres are new and numerous. It is not unusual to get the eastern attractions via special train across the continent. The hospitals and sanatoriums are equipped with the best that the medical fraternity can find. Patients journey to San Francisco from Alaska to Mexico to receive medical attention.

According to the figures of the United States Weather Bureau there are more hours of sunshine yearly in San Francisco than in Boston, New York, Philadelphia, Chicago, Pittsburgh or St. Louis. The average winter temperature is 51° and the average summer temperature 59°. The lowest temperature ever officially recorded here is 29° above zero. Snow has fallen but six times in the city's history. Flowers are sold in the open air the year round at the principal down-town corners.

Mme. Tetrazzini sang in the streets to 100,000 people on Christmas Eve, 1910, and Kubelik, Bispham, Affre, Marguerite Chambellan and others appeared in a great open air concert at the same time the following year, before as large a gathering.

One hundred and fifty members of the Olympic Club go swimming in the ocean on New Year's Day.

San Francisco is world-famous for its spontaneous street carnival on New Year's Eve.

These facts should vividly impress upon your mind oneof San Francisco's biggest assets—her climate. Overcoats and furs can be worn the year round, or belts and soft shirts can take their place—according to your constitution. Blizzards, hurricanes, heat prostrations, tornadoes, floods, typhoons, sunstroke are unknown. No long cold winters, with streets covered with snow, no hot sultry summers when living is insufferable. The butter stays hard here without the use of ice or an ice-box. The time has yet to come when you will have to pour hot water on the water pipes, to thaw them out.

One's own personal comfort counts for a great deal in this life. When you can secure comfort in addition to food, which would be considered a luxury in most parts of the world, at reasonable prices—then life is worth while. Daily shipments are received of fresh eggs, milk, butter, meat, fruit, fish, crabs, oysters and poultry. These are not cold storage shipments but consignments fresh from source of supply less than a hundred miles away.

Cost of supplies for three meals or one's day rations, as specified by the United States Revenue Cutter Service, are cheaper at San Francisco than in twenty-one other cities of the United States. Evidently the high cost of living is not based on a standard having its inception here. The following calculation indicates the comparative figures:

	1910	1911	1913	1914
Astoria	——	——	$0.44	$0.46
Baltimore	$0.33	——	.41	.40
Boston	——	.37	.39	.38
Detroit	.32	.37	.44	.47
Galveston	.35	——	.43	.45
Honolulu	——	——	.48	.51
Key West	——	——	.56	.60
Milwaukee	.38	——	.38	.42
Mobile	.43	.42	.42	.44
New Bedford	.43	.46	.44	.46
Newborn	——	.42	.45	.46
New London	——	——	.39	.42
New York	.40	.40	.36	.41
Norfolk	——	——	.42	.42
Port Angeles	.42	.43	.40	.41
Portland	.34	.37	.38	.39
Port Townsend	.38	.40	.39	.41
San Francisco	.31	.30	.35	.38
San Juan	.43	——	.56	.62
Savannah	.41	.41	.42	.47
Wilmington	.38	——	——	.48

Perhaps you have some conception by now of what "Going West" may mean to you. To a city still young, where a few of the first settlers are still living, situated on one of the largest land-locked harbors in the world, where competition is welcomed—with climate, health and happiness, we bid you enter.

Nature has decreed that an Francisco is to be a large city. In time she will undoubtedly be the third largest city on the continent, with the rich trade of the orient, as yet undeveloped, with steamer lines now running direct to China, Japan, Australia, New Zealand, Alaska, British Columbia, Philippines, Mexico, Central and South America, to say nothing of additional operating lines through the Panama Canal since it hos opend for traffic. With an Oriental population greater than that of Europe, and the Chinese Republic just awakening, there is no reason to doubt but what San Francisco will reach second place. While the whole Pacific Coast is bound to benefit by this increase in trade and the influx if immigration from Europe, we claim San Francisco will receive the lion's share, due to her present pre-eminence commercially, industrially and financially, and the fact that nature has provided the back country and the only real harbor on the Pacific Coast.

It is of interest to note that the total value of all shipments eastbound and westbound over the Isthmuses of Panama and Tehuantepec for the fiscal year ending June 30, 1913, were greater in and out of San Francisco than the combined shipments of all other Pacific Coast ports including Hawaii.

European steamer lines will run steamers to San Francisco direct from the European points at a rate but little in excess of the present rates to the Atlantic seacoast. Here the good sturdy stock of France, Germany, Italy, Sweden and Norway—farmers, laborers, machinists, artisans of all kinds, will find ready work and plenty of it. With the soil awaiting them and opportunities that do not exist in the already crowded centers of the East, they will find conditions far superior to what they ever had at home.

During this year 1915 from February 20th to December 4th the Panama-Pacific International Exposition will be held in San Francisco. The first exposition to celebrate a "future event." Rates will be low. Make the trip. Visit the West and see for yourself.

The Golden Gate bids you welcome.

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Office of George H. Buchanan Company

Philadelphia, Pa., March 27, 1915.

The National Printer-Journalist, Chicago, Ill.

Gentlemen:—Having attended the last Convention in Toronto, I feel that this is a good business investment for every printer and that if he is awake to the opportunities presented there, he will be well repaid for the expense of the trip.

The advertising man, generally speaking, has outsold the printer in disposing of his product, and his best sales school today is this Convention.

Thanking you kindly, and trusting to have your sincere coöperation, I am,

Very truly yours,

S. CLAYTON WICKS.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

WESTERN MANAGER QUEEN CITY PRINTING INK COMPANY

Mr. Dan H. Church has been appointed western manager of the Queen City Printing Ink Company of Cincinnati, with office at 730-732 S. Dearborn St., Chicago. He succeeds Mr. Delbare, who had been with the company for nineteen years.

Mr. Dan H. Church
The new Chicago Manager of the Queen City Printing Ink Company

Mr. Church was formerly manager of the Kansas City Branch, but has been promoted to the management of the entire western field.

* * *

THE LINOTYPE BULLETIN

With the February issue, the Linotype Bulletin, published by the Mergenthaler Linotype Company, completed the seventh issue of Volume XI in its present form. The March issue is equally artistic, informing and helpful as have been the preceding numbers. "Devoted to the Linotype and its use," it fully fulfills the purpose and goes much further in promotion, through precept and example, of artistic printing from types that are made to read with ease and pleasure. Clearness of expression in type is as important as in vocal music is the expression of the words of the human voice.

There is beauty in utility, and utility in type is to carry the thoughts to the mind of the reader in the clearest, most effective and agreeable manner. Vocal music is intended to carry the words, the thoughts, and the sentiments of the song, hymn or anthem, to the mind and heart of the listener with the charm of harmony of sweet sounds. The thought and sentiment of the composer is first in importance. Type "made to read" is designed to carry facts and thoughts to the mind. This is the essential but does not preclude beauty, balance or harmony in design and arrangement.

The Bulletin enforces this important fact by the motto on the first page, "Type Was Made to Read"—hair lines, flourishes and ornaments must not be such as to obscure the text, but the rather to bring out and make clearer every letter, word and sentence.

In the March number of the Linotype Bulletin, Chapter VIII of "The Story of Printing Types," is equal to the preceding chapters in interest and artistic perfection and beauty of typography, as well as in illustration. The chapter is devoted to "The Father of the Typefounders," Claude Garamond. The illustration is a scene laid in the Museum Plantin at Antwerp, with Garamond, the celebrated pupil of Geoffrey Tory, in the fore ground and others engaged at work, engraving, casting or examining proofs, at the period when "Garamond had come into his own as a designer and founder of types, and wood engraving of the old school had reached the height of its glory."

The illustration is by Mr. MacKinnon and drawn on scratch board in simulation of wood engraving and, as the editor of the Bulletin states:

"It is of value not only on account of the high degree of artistic ability and control of technique shown in its execution, but, as well, because of the sincerity which has been exercised in reproducing with correctness each detail of the Museum Plantin at Antwerp where the scene is laid."

The second of the series of "The Story of Great Newspaper Centers" tells of the locations of the New York Times and Herald, on Upper Broadway, under the caption of "New York's Farthest North." The remarkable growth of upper Broadway as well as the story of the papers and the wonderful buildings they occupy, are interestingly narrated. A full-page, half-tone engraving, used as a frontispiece of this issue of the Bulletin, gives a view of "The Great White Way" from the Times building, with its dominating tower, on the north, to the Veronese home of the Herald on the south.

In the opening of this article, the author states what has been true of newspapers in the last two decades as to the rapid advances made in publishing:

"American newspapers live their history so fast that Yesterday is always in imminent danger of being regarded as the dim past. As to the day before yesterday—it is a remote geological era."

It can hardly be expected that like great advances can be made in the next decade, though when, during our recent visit to California, we witnessed the great growth of papers and their superb excellence, on the Pacific Coast, the thought came that there was no limiting the possibilities of newspaper growth.

Discussions as to the important topics of "Simplicity in Type," and "Type was Made to Read," as well as the "Hints for Operators and Machinists," the reviews of "Specimens Received" and "Answers to Correspondents," contain matter worthy of careful consideration and many helpful suggestions.

There is a poem by Berton Braley on "Type was Made to Read," of which the following stanza gives the gist:

"Type," said the Foreman, "was made to read,
And that is a maxim it's well to heed,
For the printer frequently gets a start
With a craze for 'beauty,' a bug for 'art,'
Which holds him fast in a fearful gripe
And keeps him trying mad stunts with type,
With seventeen fonts and seventy styles
And borders by thousands and rules by miles."

Accompanying the Bulletin for March was the "Lines O' Type News" in newspaper form. Its price is "Just a Little Good Humored Attention" and its object is, "To Illustrate the use of the Linotype, its flexibility and its practical utility to the newspapers." The subscription price will be readily paid and the object is certainly fully accomplished.

"The Company," it is stated in a letter from W. W Welsh, of the Department T. S., "is not interested in cheaply exploiting its own product, but is seriously engaged in the promotion of a higher appreciation of typography whether done by hand or machine, realizing that the one is a help to the other." All of which is commendable and backed by accomplishment.

* * *

THE CALL OF THE WEST

From Los Angeles come the first bugle calls for the Convention of the U. T. & F. C. A., which is to be held in that city on September 21, 22, 23, 24. The general committee of the printing crafts of that city announces a sweeping invitation to every printer and allied tradesman and their wives in the United States to attend the meeting.

The first three days will be devoted to the educational program prepared by and under the direction of the Typothetae program committee, the business sessions of the organization, and all interspersed with delightful entertainment features of a character that have made Los Angeles famous as a host to visitors. The entire day of the 24th will be devoted to pleasure, and the committee announces that the event will be one never to be forgotten.

The attractions of the two great expositions, at San Francisco and at San Diego, make the trip to Los Angeles doubly alluring, as the railroads have made very low round trip rates including the trips to both the exposition cities.

From information at hand it is expected that this will be the best attended meeting in the history of the Typothetae. Several cities have organized "Los Angeles Clubs," the purpose being to gather together travel parties, the members depositing a fixed sum each week or month, thus easily accumulating the amount for the trip.

Any information as to itineraries, railroad rates, hotel accommodations and side trips will be furnished from the office of the General Committee, 424 Union League Building, Los Angeles. All letters directed to the committee will receive full attention and prompt reply.

"THE CHEMISTRY AND TECHNOLOGY OF PRINTING INKS"

Ink has always been an important factor in good printing, but, with the introduction and increasing use of the color processes and tones, the study of inks and colors has become absolutely necessary to the production of the desired effects and the perfection in shades desired. Aside from the artistic effects that are sought for art itself—so that printing may nearly equal oil painting and outclass lithography—as a matter of commercial value, through reproducing all the shades of fine fabrics, of fruits, wood finished articles, of furniture and other goods of merchandise, for advertising purposes, the most perfect knowledge of the inks that are to produce these effects must be secured.

Inks have not been sufficiently studied or the possibilities mastered. For these reasons "The Chemistry and Technology of Printing Inks," by Norman Underwood and Thomas J. Sullivan will be found valuable in every printing office. The book is well gotten up, substantially bound in cloth and contain 138 pages. The quality and scope of the book may be pretty well conceived by the following first two paragraphs of the elaborate and instructive "Introduction":

"The manufacture of printing inks today does not, as would appear at first glance, consist merely in the combining together of pigments, driers and vehicles in certain proportions.

"Besides the mere combination of ingredients, the quality, suitability and characteristics of these materials must be considered in order to arrive at the combination that will be both chemically and physically adapted to give the best results."

A full understanding is had from the enumeration of the following technical words and terms that are briefly defined: "Hue, Tint, Shade, Top Hue and Under Hue, Color Strength, Abrasive Quality, Fineness, Oil Absorption, Livering, Shortness, Flow and Length, Tack and Softness, Body Color, Transparency, Opacity, Body, Incompatibility, Bleeding, Fastness to Light, Atmospheric Influences."

These are all used in the work as applied to inks.

The first part is devoted to "Testing of Materials" and covers a large range of subjects related to the ingredients and various colors and shades.

Part Two treats of "Manufacture and Properties of Ink-Making Materials."

Part Three deals with the "Manufacture of Printing Inks" and tells of all the requirements necessary to secure the best quality.

The publishers are D. Van Nostrand Company, New York, and the price is $3.00.

* * *

INSTALLATION OF INTERTYPES

Lincoln, Nebraska, State Journal—The Lincoln, Neb., State Journal has just finished installing a battery of twelve Model B Intertypes. They now claim the most efficient composing-room in the world. Machinist Stevens, his helper and the entire force of operators, are unanimous in the declaration that the Intertype is the "better machine." These machines are used on the night side for the State Journal and on the day side for the Evening News and for State work composition. The machines handle, therefore, a varied class of composition, including heads on both papers, ads, book and report work.

It is interesting to learn that order for these machines was placed after Model B Intertype had been tried out in the Journal composing-room for about three months, during which time all models of other line casting machines had been fully investigated. Manager, C. D. Traphagen, of the State Journal Company, is planning on further composing-room improvements.

J. B. Savage Company, Cleveland, Ohio—Two Model B Intertypes were recently installed by the old and well-known firm of J. B. Savage Company, Cleveland. These machines displaced other line casters. Superintendent Carl expresses himself as being well pleased with the new equipment.

Christian Publishing Association, Dayton—Three Model B. Intertypes are being installed by the Christian Publishing Company, Dayton, Ohio. These machines displace their previous slug-casting equipment. Manager Rathbun is rearranging the composing-room, so as to get the full benefit of the versatility and efficiency of his new machine plant.

Daily Racing Form Established at Buffalo—The Daily Racing Form Publishing Company, of Chicago, recently started a Buffalo office, and will begin publication of the Daily Form at that point, at an early date. Their composing-room equipment consists of four new Intertypes—two Model A and two Model B. Superintendent Brooks of the Chicago office, has charge of the new plant.

Huse Publishing Company, Norfolk, Neb.—The Huse Publishing Company, Norfolk, Neb., are installing additional equipment to meet the requirements of their constantly growing business. The recent addition of a Model B Intertype gives them three composing machines at this time, with every indication of another mahine being necessary at an early date.

Bremen, Indiana, Enquirer—Gorrell & Son, of the Bremen, Ind., Enquirer, are experiencing the pleasurable sensation of installing a mechanical compositor. Their good paper will hereafter be a better one, by being set on a new Model B Intertype.

STATEMENT OF MANAGER MONTGOMERY

Manager C. D. Montgomery, of the Intertype Chicago agency, was recently asked at a gathering of newspaper publishers, just what was now being done by his Company in the matter of machine shipments. He replied:

"Directly after Judge Hough's decision in the patent suits, it was found necessary to suspend shipment, while the new devices, meeting requirements of the court, were being perfected. This required about six weeks, for we would not be satisfied unless the new devices were actual improvements over anything heretofore used on either Linotype or Intertype machines.

The machines are now being shipped into the Chicago agency territory, equipped with these new devices. Machinists and operators all agree that the new machines are improvements over anything heretofore known; that the new devices are actual improvements, simplifying the machine, and thereby giving a more satisfactory service. Our claim that the Model B Intertype is the best, most economical and most satisfactory composing machine ever devised, is confirmed by users. If this statement was not true, it would be impossible to sell these machines, owing to the disadvantages under which this Company has labored for the past several months. It is because the Intertype is a better machine, that such offices as the Lincoln State Journal install an exclusive battery of twelve Model B. More recent installations include the Savage Company at Cleveland, two Model B; the Christian Publishing Association at Dayton, three Model B; Daily Racing Form Co. of Chicago, with two Model A and two Model B, in their Buffalo plant. With a long list of one machine installations by offices such as the DeKalb, Illinois, Chronicle; The Chicago Live Stock World; Bremen, Indiana, Enquirer; DuQuoin, Illinois, Call; Sedalia, Missouri, Democrat, and many others."

Mr. Montgomery also stated that an interesting announcement would be made from the New York office during the month of April, in reference to the financial affairs of the Company, and its reorganization.

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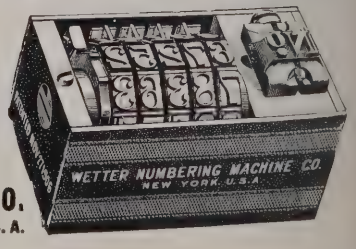

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF AUGUST 24, 1912

of The National Printer-Journalist published monthly at Chicago, Illinois, for April 1, 1915:—

Name of— Post-Office Address.

Editor—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Managing Editor—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Business Manager—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Publisher—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.)

Benjamin B. Herbert. 4620 Ravenswood Ave., Chicago, Ill.

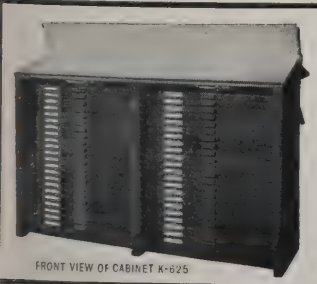
Known bondholders, mortgagees, and other holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) There are none.

BENJAMIN B. HERBERT.

Sworn to and subscribed before me this seventeenth day of March, 1915.

WILLIAM H. BRYAN,
Notary Public.

(My commission expires June 19, 1915.)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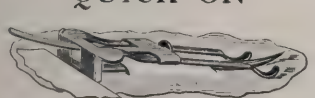
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A Magazine of Printing

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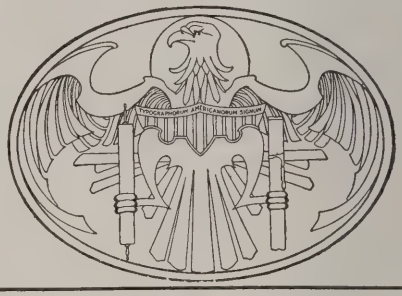

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New Prague, Minn.
March 25, 1915.

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With best wishes for the success of the "House of Johnson", we remain,

Yours very truly,
TIMES PUBLISHING COMPANY
By (signed)
Jno. L. Suel

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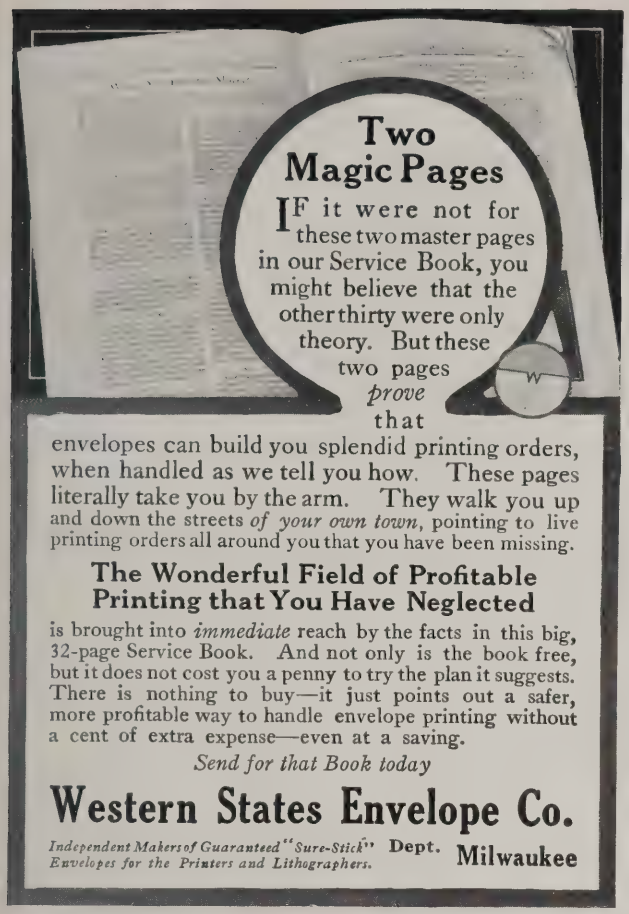
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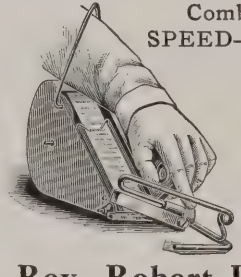

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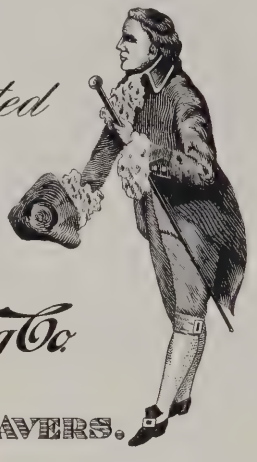

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NATIONAL PRINTER-JOURNALIST

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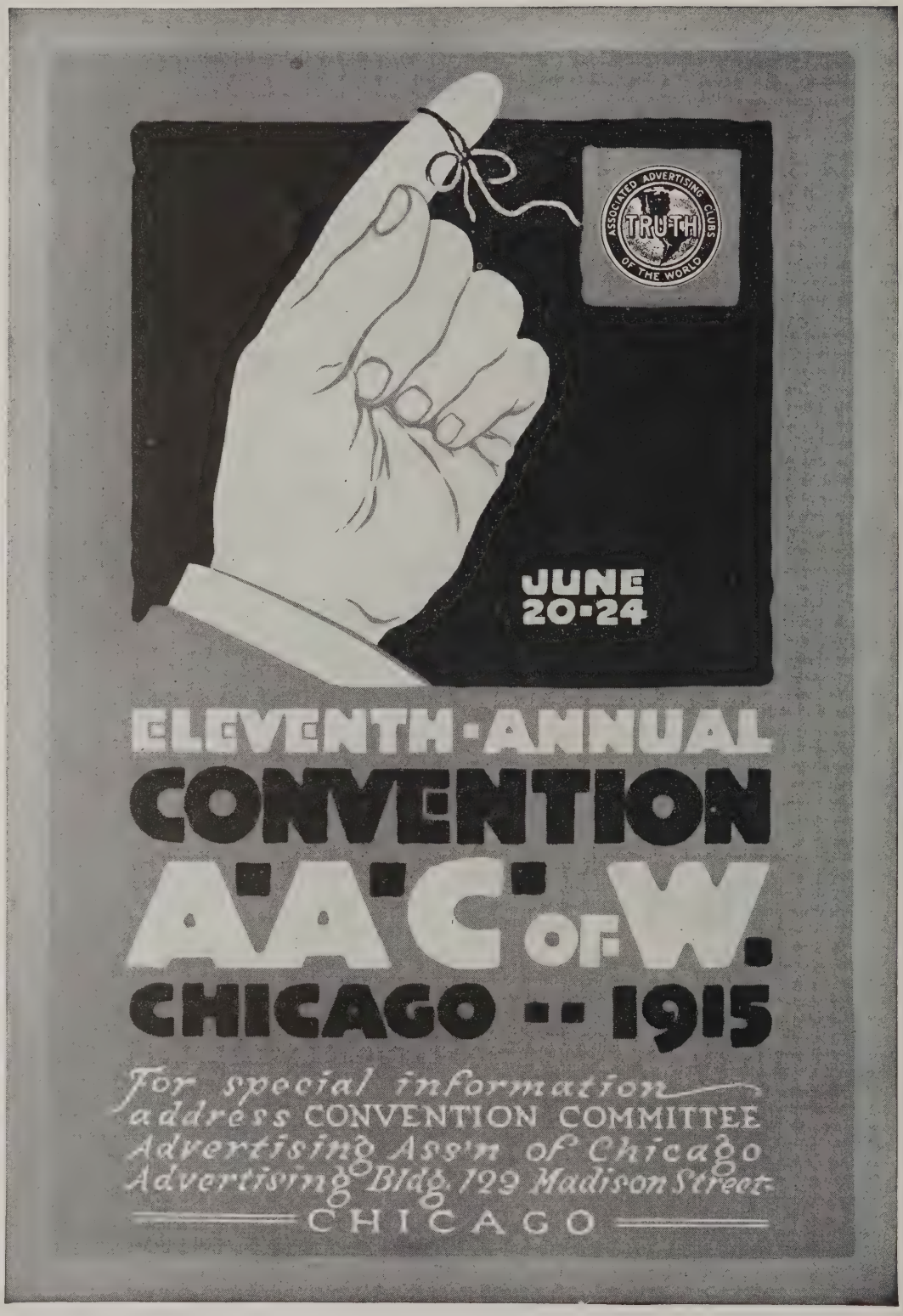
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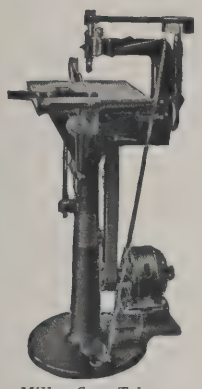

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Literal thousands of printers and publishers have been on the point of buying a Miller Saw for years. **Buy it now.**

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Conducted by Fred W. Sherman,
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A capable editor can obtain half interest in large California daily. At least $20,000 cash required.

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Weekly papers in California, Oregon, Washington, Nevada, Idaho, Utah, Arizona and New Mexico, from $1,000 to $15,000.

Don't waste time and money running around. See us first and save money.

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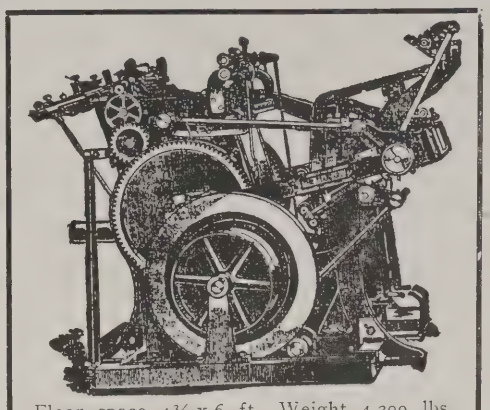
The oldest, most comfortable and most ECONOMICAL Hotel in the East. Room with privilege of bath, $1.00 per day. Largest and best sample rooms in the city.

DAN C. WEBB
BROADWAY CENTRAL HOTEL

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo tc 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO



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with the balance spread over a period of time. This makes it easy for responsible printers to do business with us, so easy that if the STANDARD is kept running ONLY HALF THE TIME it will earn the amount of the deferred payments, and a big profit besides.

The cost of operating a STANDARD, including depreciation and interest on the investment, is only a few cents per hour more than for an ordinary hand-fed jobber, while its output is four or five times as great.

You Can Increase Your Profits by Installing a Standard.

DO IT NOW!

Write for Catalog and Particulars.

WOOD & NATHAN COMPANY, Selling Agent
Thirty East Twenty-third Street, NEW YORK CITY.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Three | Chicago, May, 1915 | Number Five

George F. McCulloch's Remarkable Newspaper Successes.

Independence, Human Interest, Entire Sympathy and Generous Helpfulness Winning Features.

By Olin W. Kennedy, Editor The Sacramento Star.

THE recent death of George F. McCulloch removed one of Indiana's most daring newspaper publishers. His newspaper career covered only the period between 1899 and 1907, but in that time he transformed the newspaper history of the Hoosier State.

Long prominent in politics, electric railroading, and manufacturing, Mr. McCulloch, in 1899, decided to found a morning newspaper in his home town of Muncie. The little manufacturing city of 21,000 at the time had three other newspapers of the purely local type.

Mr. McCulloch chose me as editor and publisher of the paper that on May 29, 1899, came out as the Muncie Morning Star. Modern equipment and service were provided. In its first year the Star obtained a circulation of 9,000; in the second year, 16,000, and in the third year, 26,000. An unusual feature was that the Star had 5,700 circulation in the city of Muncie where there were only 5,400 buildings. This was accounted for by the fact that stores bought copies for all their employes. The Star did not circulate a single free copy. Advertisers paid for their copies, as did every member of the staff including the editor.

The Star's success was phenomenal. Although Mr. McCulloch was in Europe the entire first year of the publication, yet his ideas were the real foundation for its success. Incorporated with these, of course, were modern methods learned by the editors and other employes on larger city papers. The local news staff, however, was made up of local boys, six of whom have since become managing editors of metropolitan papers.

The success of the Muncie Star led Mr. McCulloch, in 1902, to found the Indianapolis Star and the Terre Haute Star, which he united in a league known as the Star League.

The Indianapolis Star grew rapidly to 101,000 circulation. Within a year it had forced the suspension, by purchase, of the Indianapolis Journal, eighty years old, and the Indianapolis Sentinel, eighty-two years old.

Mr. McCulloch's papers were absolutely independent, while the papers forced to suspend had been party organs, often receiving their principal support from political committees.

This transformation greatly pleased Mr. McCulloch. He had delivered the capital of his state and two other leading cities from politically dominated newspapers Indianapolis today is probably the only capital in the country without a political newspaper—the Star and the two evening papers being as independent and free as the air.

In addition to these very prosperous morning papers, Mr. McCulloch also became the owner of smaller dailies at Portland, Anderson and Kokomo.

Everyone of Mr. McCulloch's editors will bear

witness that he never influenced them in the least in their attitude toward his other interests. He was the principal owner of five street railway systems, a large stockholder in an interurban system, the owner of the town of Whitely, near Muncie; a large employer of labor in mills and deeply interested in local and state politics, but the files of his papers may be searched from cover to cover and not a single line will be found bearing favorably upon his interests that he requested or even intimated should be printed.

He simply forgot George McCulloch, the man of affairs, and devoted himself to the upbuilding of strictly honest and enterprising newspapers.

The one thing, in all his newspaper career, that pleased him most and to which he oftenest referred, was the foundation of a Christmas Gift Fund for the Poor through his papers. The fund originated with the Muncie Star on the first Christmas after the paper was started.

Mr. McCulloch publicly, on numerous occasions, gave me credit for the idea. I have never been vain enough to call it entirely my own.

About two weeks before Christmas I was confined at home with the grippe. The enforced idleness resulted in the thinking up new ideas—some of them mighty poor. But the idea of the Muncie Star playing Santa Claus to every poor family in Muncie came to me.

The plan was turned over to Miss Marie Carmichael, society editor (now Mrs. I. D. Lambertson). The people were asked to devote everything they could spare—jellies, canned fruits, clothing. The response was as generous as it was spontaneous. The office of the Star was literally packed with everything that any one could wish. Merchants gave dolls and toys by the hundreds. Candy stores sent sweets in profusion.

Christmas morning dawned cold and blustery. A half dozen wagons were loaded with the gifts. The wagon crews were under the direction of the Rev. Oliver Carmichael, a retired minister, and father of the society editor. He had carefully mapped out the routes. The result was that that Christmas was the most bountiful the poor of Muncie had ever known. Gratefulness came from every section. Praise came from all the pulpits.

The Muncie Star's popularity grew, and, incidentally the Rev. Carmichael became a local hero to such extent that he was sent to the legislature for three terms practically without opposition. He became a power in the legislature and many of the state's progressive and humane laws were fathered by him. He could have had the gorvernorship had not he been forced to retire by illness.

The Muncie Star continued the Christmas gift plan on this scale, but it was left to the Indianapolis Star to put it on a systematic basis and extend its helpfulness to many thousands. Merle Sidener, city editor of the Indianapolis Star, devoted a large part of his time to the Christmas Fund for the Poor and it has been so perfected that it has become an annual affair to which nearly every citizen of Indiana lends a helping hand.

Because of pressing burdens of his interurban interests, Mr. McCulloch, in 1907, sold the Star League to John C. Shaffer of the Chicago Post. He went to New York City, where he remained until his death.

Mr. McCulloch also owned the Indiana Evening Sun, but took little interest in the paper, due to the fact that it came into his possession through a fluke deal. He sold it in 1910 to Rudolph G. Leeds.

Mr. McCulloch hoped to re-enter the newspaper business, and last summer, before the European war broke out, had taken steps to take over a large Philadelphia afternoon paper. The war so upset his private interests that he gave all of his attention to them, and, for the time, gave up his desire to settle down in life as a publisher.

Men now prominent in newspaper work who began their career on the Muncie Star are Charles E. Segner, managing editor of the Louisville Herald; James A. Stuart, news editor of the Indianapolis Star; Clarence Lyon, former managing editor of the Cincinnati Post, now high in the Scripps League; Lowell Mellette, recently managing editor of the Seattle Sun, now with the United Press bureau in Washington; James A. Harvey, manager The Terre Haute Star; Edgar White, assistant manager the Terre Haute Star; and Charles A. Jackson, cartoonist Indianapolis Star.

Note by the Editor

When visiting Indianapolis, previous to the memorable convention of the National Editorial Association in that city, we became greatly interested in the Indianapolis Star, and especially in its Santa Claus campaign, then in progress, for providing Christmas dinners and substantial presents to all in need—to all who would, if not aided, be deprived of Christmas joys and comforts. We gave, at some length, at that time an account of the splendid undertaking and of the system by which the same was worked out. We have been pleased to know that the plan

has had many imitations, since then, throughout the whole country. The account of course was impersonal, but we were pleased, on our recent visit at Sacramento, to meet Mr. Olin W. Kennedy, who in 1905-1906 was on the force of the Indianapolis Star and largely responsible for the plan of making that paper in December, 1905, so generous a Santa Claus to the people of the Hoosier Capital.

One pleasure in traveling through California is that one meets there so many good people whom one has known elsewhere. The good who do not die young go to California. The following letter explains what became of the subject of our conversation in Sacramento:

The Sacramento Star, Sacramento, California
April 10, 1915.

Dear Mr. Herbert:—When you were here you spoke of the system of Christmas dinners and Santa Claus efforts of the Indiana Star League of newspapers. Since you were here, Mr. McCulloch, who founded this league of newspapers, has died.

I am incorporating with the Christmas feature, a history of Mr. McCulloch's newspaper career. From many standpoints it is very remarkable. He took a lively interest in the National Publishers' conventions and once made an address at the convention in New York, telling of the success of the Muncie Star. He was known to publishers all over the country.

At one time it was a common thing for publishers from many parts of the country to visit Muncie and Indianapolis and personally investigate the McCulloch newspapers.

Very truly yours,
OLIN W. KENNEDY,
Editor The Star.

Editor Kennedy has more than fulfilled his original promise. He has paid deserved tribute to his former employer, Mr. McCulloch, and at the same time has given the most essential principles of worthy newspaper success and illustrated and enforced the important facts as to the results if the application and practice of these principles by encouraging, personal examples.—The Editor.

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SCHOOL OF JOURNALISM, SOUTHERN CALIFORNIA, NEWS NOTES

Students in the Department of Journalism at the University of Southern California are eagerly looking forward to the chance to meet the "big men" of the newspaper world at the N. E. A. Convention in Los Angeles the end of June. The Journalism work at the U. of S. C. is not quite a year old, as was stated in a note in our March issue; but the interest is so great that the enrollment was nearly doubled in the middle of the year, and will probably be greatly increased next year.

* * *

Bruce O. Bliven, director of Journalism at the University of Southern California, had a full-page interview with Irvin Cobb, the famous war correspondent of the Saturday Evening Post, in the April 9th issue of the California Outlook Magazine. Mr. Cobb told Mr. Bliven that he believes the way for any man to get into the "writing game" is to begin by writing of what he knows best, and never to depart from that rule. "Some of the best writing that is done in the world appears in the columns of the daily newspapers," he added. Mr. Cobb ought to know, as he was a star reporter on several New York newspapers before he broke into the magazine field via the Philadelphia weekly.

* * *

The Los Angeles, Cal., Y. M. C. A., has a course in newspaper work as part of the curriculum of its night school. Bruce O. Bliven, who handles the same subject at the University of Southern California, is the instructor. Much of the time of the student is spent in actually getting news on the street. When Vice-president Marshall was in Los Angeles the other day, a couple of the Y. M. C. A. students "scooped" the whole town by getting a good story from him when all other reporters were turned down by an officious young aide. As they had no "edition to catch" with their story, the boys gave their material to the city editors of the three morning papers.

* * *

A hot mayoralty campaign has raged in Los Angeles, Cal., with six candidates in the field. As the students in the Journalism department at the University of Southern California were studying interviewing at the time, instructor Bruce O. Bliven arranged to have all the candidates appear before the class and submit to questions on their candidacy, the results afterward being put into story form by the students. One of the candidates afterwards told Mr. Bliven that he had rather have faced almost any other group than the keen-minded young people who kept him busy catching the volley of red-hot questions they fired at him. Several of the students, who are voters, declared their intention of voting at the polls in accordance with opinions formed in class.

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SCHOOL NEWSPAPER CONGRESS

There is significance in the holding of a convention of the makers of school publications. The Middle Atlantic Association of College and School Newspapers are to meet at the University of Pittsburgh, May 14th. The Pittsburgh Gazette-Times gives the following as to the program:

Friday afternoon the program will consist of discussions on the editorial and news side of school publications. Students will give this part of the program.

The large open session will be in Thaw Hall, Friday night. Dr. Walter Williams, dean of the school of journalism, University of Missouri, formerly president of the National Editorial Association, will be the chief speaker. The business management of school publications will be considered May 15th.

Almost every school in Western Pennsylvania, West Virginia and Eastern Ohio and many in other states are expected to send representatives to the conference.

The officers of the association are: President, H. S. Downing, University of Pittsburgh; vice-president, Leland Walker, Johnstown High School; secretary, L. G. Boggs, University of Pittsburgh; treasurer, W. D. Markle, Indiana State Normal School. T. R. Williams, head of the department of journalism, University of Pittsburgh, is honorary president of the association.

ADVERTISING IS AN IMPULSE OF THE HEART

An Advertisement that Lacks Feeling Makes No Permanent Appeal

By Walter A. Olsen

HERE has already been put into effect legislation against dishonest advertising in fifteen states in the Union, embracing New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, Michigan, Colorado, North Dakota, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana and Illinois. Laws are also being enacted in other states at the present moment, and several cities have taken a hand individually, even though the state to which the city owes allegiance manifested no inclination to follow suit. It seems a foregone conclusion that every state in the Union will soon enact legislation tending to wipe out dishonest advertising entirely.

Advertising is as much a profession of the heart as of the head. The head can lie and will, upon urging. The heart cannot lie. Feeling is lie-proof. Therefore an advertisement that lies is not of the heart—it has no feeling. And an advertisement that lacks feeling makes no permanent human appeal. And where permanent results are continually a matter of conjecture, no established success is possible. And, since untruthful advertising sounds the deathknell of permanent results, it cannot, by any stretch of the imagination be deemed profitable.

Consequently, honest advertising is a subject which should not furnish any grist for the author's mill. The time-worn and grisly adage of "Honesty is the Best Policy" has been so thoroughly and exhaustively proven that only moral and mental wrecks continue to put it to a test. Unfortunately, advertising offers such an easy way that invites the trying that weakened and addle-brained idiots still seek to stifle the old axiom.

Even the percentage of chances is against dishonest advertising proving profitable. A true ad rings true and this must be capitalized to its ultimate possibilities.

To reduce advertising to an accurate percentage basis is like trying to estimate the increased water power in the rising of the tide. In both instances it is simply a matter of surmise. There is no question of doubt, however, but that the greatest proportion of advertising is done in daily and weekly newspapers.

Careful analysis has demonstrated that at least 30 per cent of the retail advertising in newspapers is unproductive. This is 25 per cent too much, yet the whole fault lies with the retailer himself.

Invariably the merchant THINKS OF HIMSELF rather than of the people to whom he advertises. This one fact alone accounts to a great extent for the many untruthful statements that creep in. The fundamental of advertising is lost in the chaos of his own interpretation.

Put yourself in the reader's place always. The cardinal principle of good "copy" is to write from the other fellow's standpoint. Forget yourself entirely. Two big department stores in New York furnish the antithesis to this moral. One spends almost a half million dollars a year in advertising. It talks about ITSELF, all the time. The other store spends only about two hundred thousand dollars a year. It talks constantly TO ITS CUSTOMERS. Both do the same percentage of business, but the one has to spend two and a half times the other to accomplish the same result. All because it suffers from exaggerated ego and nothing else. Result, exaggerated claims.

The dominating fault of most "ads" is that they are "over written." The author gives the impression of trying to do some "grand-stand" play. The result is "forced" or "strained" copy, which has lost 75 per cent of its effectiveness.

The average time of a person reading a newspaper is perhaps thirty minutes. Probably about eight or nine minutes of the thirty are spent in reading the advertisements. This leaves twenty-one or twenty-two minutes devoted to the news columns. Then again you get the benefit of only YOUR share of the eight or nine minutes. The average newspaper contains from eight to twenty pages. These pages, we will say, contain from fifty to three hundred advertisements. If your advertisement measures up, it is entitled to possibly one-fiftieth of the eight or nine minutes. That means you can logically count on about ten seconds of the reader's time for your advertisement. Now you can realize why some advertising managers receive as high as $15,000 a year for their services. They must capitalize these ten seconds to their ultimate possibilities.

Those of you who are most impressed with this process of elimination will reap the greater benefit.

Advertising is essentially news, and news goes far more rapidly than any commodity known to mankind. Born in the morning a story arrives at maturity in mid-forenoon, shrivels at the meridian and languishes on an inside page of the final extra. Unsustained by

the pap of increasing developments, a news story, comparatively speaking, enjoys the longevity only of a lightning flash, and yet is almost as potential in many ways. And that is why it never pays to advertise dishonestly. Truth is felt instinctively, instantly. A lie needs time and reiteration to carry conviction, and always finds itself out in the end.

One of the largest and most successful department stores in America heads each and every section, or department, of the whole advertisement with the name of the article in conspicuous type, the regular selling price and then the sale price. I mention this because so many make an inane practice of heading each section with some ambiguous or supposedly clever catchline, which is mother to the lie.

The cleverness is at times permissible in the headline for the whole advertisement, but on the other hand it becomes nauseous as a frequent dose. The name of the goods, the value and the sale price is the news, providing they all reflect truth. If they do not, like any news matter that is reported untruthfully, it is a rank imposition on the trust of the public and marks the tombstone of the author.

A wave of reform is now sweeping the country—with the purpose of sweeping it of all dishonest advertising. It is a black mark against the profession, however, when to accompish a sane and sensible effect, legislation is called upon. "Be it enacted" in this case means that we—the rank and file—have not been able to act, either through lack of inclination or refusal of concerted action. Can we not drive the snake out of our preserves? Must the law fine, jail and enjoin? Is there none to educate certain advertisers how to advertise?

What better agency could we employ in this worthy work than advertising? Advertise to advertisers to advertise truthfully. Certainly! Using their own lever will make a sounder impression. Are we to allow the weaklings to perpetuate a stigma upon our profession? No! Isn't it an anachronism that we must force advertisers to do the one thing which above all others will make their advertising pay?

Educate! Advertise to advertisers. Possibly a ludicrous proceeding—but is it when the results are considered? Does not the effect justify the cause? It does, manifold. The one vital fact above all others is that to pay an advertisement MUST be believed. The recent movement of the advertising fraternity to Baltimore with the slogan, "Truth in Advertising" should not have had cause for commotion.

Why should we need a movement for "Truth in Advertising" any more than any other profession? Simply because it offers more opportunities? Or is it because our profession is infested with more fools and weaklings? I hardly think the latter. But the fact that it offers more easy opportunities should have a tendency to put us on our mettle and make us more careful than ordinarily.

[We think that our correspondent underestimates the time given to the reading of advertisements by those whose attention is secured and who are really interested in the articles advertised. Women, who are really the great buyers, often give nearly as much time to advertisements, if they are of the right kind, as to the reading matter, but this fact does not make the principles laid down by the writer any less important.—Editor]

* * *

PHOTO-ENGRAVING ON THE PACIFIC COAST

Californians are naturally patrons of illustrated Art, and illustration is carried to great extent in newspapers and in all printed matter. The varied scenery and its beauty and grandeur call for illustration. Moving picture production is greater in Los Angeles than in any other city on the continent, if not in the world. It is stated twenty-five thousand people are employed and five million dollars expended annually in Los Angeles in this one great, new industry of the movies.

The two great expositions have acted as a great stimulus to half-tone reproduction.

For the past twelve years the engraving business in Los Angeles has been slowly coming to the front. During this twelve years, the Thorpe Engraving Company, which occupies the entire seventh floor of the Chamber of Commerce Building, has kept pace with the many demands for better printing plates, and, today, prides itself in being one of the few houses that handle a large percentage of the finer grades of plate making.

During the month of March, 1,500 extra square feet of floor-space was added to the plant, and the very latest and most up to date equipment that money could secure was installed.

The company for ten years was owned and operated by W. G. Thorpe. Two years ago, his son, J. R. Thorpe, who had been his foreman during that period, took over the plant and is now at its head.

The March issue of the National Printer-Journalist, in the half-tone illustrations of Los Angeles and of the San Diego-California-Panama Exposition, showed the excellent character of the work of this establishment. Recent additions to the plant in the way of the most efficient eastern men have had a great deal to do with the keeping the name of "Thorpe" before the public as producers of high-class engraving.

J. R. Thorpe has devoted his entire time for the past seventeen years to the engraving business; and with the present equipment and efficient workmen, who are under his personal supervision, is doing a great deal toward holding a great many of the high-class jobs on the Coast, that formerly went east; and expects, within a few years, to hold all the high-grade work on the Coast that is now being done in the East.

TEN THOUSAND BUSINESS MEN TO GATHER IN CHICAGO

IT is expected that over ten thousand business men will attend the eleventh annual convention of the Associated Advertising Clubs of the World which will be held in Chicago June 20th to 24th.

To accommodate this crowd the convention will be held in the Auditorium Theatre, while the various departmental meetings, such as retail advertisers, general advertisers, newspapers, business papers, magazines, etc., will be held in the Auditorium Hotel and Annex on the Lake Front.

The program committee is making every effort to get the best men in their line to address these departmental meetings, so that those attending them may have an opportunity of becoming acquainted with methods and policies which have proven most successful. Steps have also been taken to encourage informative addresses, and it is expected that these departmental meetings will prove to be gigantic experience meetings of a kind never before attempted.

In addition to the business side of the Convention an unusual program has been prepared in the way of entertainment. A street pageant which will take two hours to pass a given point will be held Monday evening. On Tuesday and Wednesday evenings an advertising show will be staged at the Auditorium Theatre. There will be Lake excursions, auto trips for the ladies, and a dozen other worth while features of that kind. It is expected that President Wilson or some other nationally prominent man will deliver the opening address, and all indications are that this convention will be the greatest so far held.

What Organized Advertising is Doing for Business

When the Associated Advertising Clubs of the World adopted its famous "Truth" slogan and declaration of principles at Baltimore two years ago, few took them seriously. Business men frankly admitted that the whole future of advertising hinged on its believability, but laughed at the idea of an organization of advertising men ever bringing about such a Utopian condition. Yet in less than two years we have seen the perfection of the National Commission, through which a higher code of business ethics has been established in the varied departments of advertising work.

But in spite of all that has been accomplished, there are still business men who fail to appreciate the change which is going on about them. The readers of this publication for instance, may not have noticed any great change in the nature of its advertising pages, yet a change has taken place just the same. Baltimore and Toronto have left their imprint. So shall the coming Convention at Chicago.

"When I lay down the gavel in Chicago this June," said President Woodhead recently to the Advertising Association of Chicago, "I shall leave for my successor the nucleus of a business organization. Through this organization it will be possible to cash in on that fine spirit of enthusiasm built up by my predecessors, and complete the task which we have set for ourselves." This business organization makes it possible for the Associated Advertising Clubs of the World to enforce the conditions it may impose thus providing the machinery for raising business standards. Because of this newly created machinery the Advertising Convention at Chicago this June should mark a new epoch in business progress. Every business man interested in the distribution of merchandise should plan to attend and do his share to better business ethics.

Business Publications Plan Chicago Exhibit

One feature of the coming Convention of the Associated Advertising Clubs of the World which is arousing considerable interest is the educational exhibit of the Trade and Technical Publications. At Toronto last year this exhibit attracted a great deal of attention. As the visiting advertising men studied the many charts and diagrams showing the possibilities of business publications as advertising mediums, they awoke to a new appreciation of their value. Those who will see the exhibit which is now being prepared for the Chicago Convention will be equally impressed.

One point this exhibit will emphasize will be the tendency of modern business publications to select circulation of utmost value to the advertiser. A few years ago publishers were not particular as to the buying power of a subscriber but today they recognize that circulation of a non-buying variety is a liability. Most business publications cost many times the subscription price to produce, hence the increasing tendency to spare no effort in securing all the buying units in the field. It is this far-sighted circulation policy which has done so much to put business publications in the first rank of advertising mediums.

In addition to the exhibit of business papers, there will be similar displays by the specialty manufacturers, magazines, newspapers and so on down the line. But the lodestone of the Convention will undoubtedly prove to be the departmental sessions which will be held in the Auditorium Hotel and Annex. A very comprehensive program is planned and many prominent business men will speak and it is expected that over ten thousand will attend the Convention, which will open on June 20th, lasting until the 24th.

* * *

"HITTING THE MARK"

Belleville, Kansas, March 25, 1915.

National Printer-Journalist, Chicago.

Gentlemen:—Inclosed please find check to cover another year's subscription to "The Old Reliable." A single issue is worth the subscription price for a year—it comes nearer hitting the mark than any other trade journal published.

Wishing you continued success, I am,

Sincerely yours,

A. Q. MILLER.

The Belleville Telescope.

* * *

"SPURS TO BETTER EFFORT"

Rushville, Nebr., March 19, 1915.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Replying to your kind letter of March 13, 1915, while I take this opportunity of expressing my appreciation of the National Printer Journalist, which has always been welcome to my desk, I regret that I am not one of those geniuses who can suggest anything that will materially add to the value of your valuable magazine, the only trade paper I can afford. I appreciate fine work and artistic treatment. The Printer Journalist spurs me on to better efforts and reminds me there is always room for improvement. Wishing you every success,

Yours very sincerely,

GERALD M. COOPER.

P. S.—Please find enclosed check for renewal.

CUTTING THE COSTS OF KEEPING COSTS

The Seventh of a Series of Articles on Efficient Cost Keeping

By A. M. Burroughs, Burroughs Adding Machine Co.

N authority on scientific management, after making a trip through a factory that was considered efficient, said:

"Your methods in your manufacturing departments show high efficiency, minimum waste. Why do you not use the same methods in your office and accounting work? Here I have noted great wastes—$25-a-week bookkeepers are spending their brain and energy adding figures that a machine would add more accurately and quickly. In your factory you use machines to conserve man power. In your office you are wasting brain power—the most valuable thing your employes give you."

The efficient type of manager realizes that his accounting department turns out a product just as much as does his machine shop or foundry.

The raw materials are different—paper, ink, pencils, and brains in the office, compared with carloads of iron and steel in the shop.

In the accounting department, the products are invoices, statements, pay rolls, and records. It is just as important that you know the cost of turning out these records as that you know the cost of producing the goods you sell.

The same principles of Scientific Management that are applied to your manufacturing processes can be used to just as great advantage in turning out your office product.

The Curtis Publishing Company, of Philadelphia, has placed its entire office organization on a definite basis of production. Standards have been established for every kind of work and the employes are judged by these standards and rewarded accordingliy.

Time and motion studies of each office operation have been made. Lost energy has been eliminated.

A manual of standard practice instructions has been prepared, which covers every position in the office. By motion study and analysis, the best way of handling each kind of work has been found and embodied in these instructions.

Instead of an employe who is only 75% efficient, training in a new worker, this Company puts each new employe through a course of training in the best way to handle his work.

The work of any office, no matter how small, can be put on just such a scientific basis. The important thing is to make your office people realize the value of time. Emphasize the importance of not wasting time on detail work that can be handled more cheaply by a machine.

The factory manager uses automatic machinery everywhere he can in manufacturing to save human labor. He realizes that this produces a greater output at less expense and with less waste.

Yet the factory is not efficient if in the office a $20-a-week cost keeper is adding figures that a $6-a-week clerk and an adding machine could handle in one-quarter the time and with absolute accuracy.

The efficient office manager employs machines to handle the adding, multiplying, subtracting, and dividing in his office and thus saves his employes' brains for more valuable work. He realizes that he is paying his employes for their time, and that wasted time means money lost.

The efficient manager puts a premium on thinking—not mere doing. As a result he secures a larger office output at less expense.

If you would check the items your clerks handle in every operation for even a single day, then compare it with what the same clerks can do on a machine, you would realize how much machines mean.

For example, suppose you have 1,000 extensions a day to be made on piece-work tickets, and a $15-per-week bookkeeper does the work in three and one-half hours, and thus cost you $1.15. A Burroughs cost keeping machine and a $6-a-week cost clerk could do the same work in two hours at a cost of 36 cents, and thus save you $237 a year on this one item. If the cost clerk uses a Burroughs Calculating Machine he can do the work in one and one-half hours, and thus save $264 a year.

On an actual test made between a machine and a hand-figured pay roll, the following startling comparison was shown: A $20-a-week clerk, making up a pay roll (75 men, 900 time slips) by hand and pencil, required 12 hours to do the work, at a cost of $5.30 a week. The same pay roll, including all extensions, making of pay roll sheet, etc., was handled by the same bookkeeper and a Burroughs in five hours, costing $2.20. In other words, a saving of $3.10 a week, or $161.20 a year, was shown on pay roll work alone.

The machine means a gain in money-saving efficiency in every line of work the cost department handles, just as an automatic machine means a saving of time and a gain in efficiency in the factory.

These facts are worth remembering when trying to ascertain the least expensive way to find your costs of production accurately.

C. E. Knoeppel says in "Maximum Production in Machine Shop and Foundry": "As to mechanical aids in accounting, I am of the firm belief that they can be used to decided advantage in any foundry office. What an executive wants is a knowledge of his results as quickly as they can be gotten to him, and if he is forced to depend upon his clerks to add columns of figures, multiply and divide, without the aid of mechanical devices, he must either employ a large force of clerks or wait for his information until it is too late to be of value.

"A progressive manager should do neither when an installation of machines makes it possible not only to operate with a minimum number of clerks, but to secure his information on time. One of the most prominent manufacturers of adding and listing machines has a machine peculiarly adapted to the needs of the foundry business, in that pounds, hours, dollars, can be added at one time, materially reducing the work of summarizing production costs according to the various classifications. There are several makes of multiplying and dividing machines, any one of which will pay for itself within a short time, for they not only make the work easier for the clerks, but enable them to do their work with much more rapidity. The most important result is the absolute accuracy with which the machine can be made to operate."

FORTY-THIRD ANNUAL CONVENTION OF THE NEBRASKA STATE PRESS ASSOCIATION

By Miss Eunice Haskins, Editor "The Press," Stella, Neb., and Corresponding Secretary Nebraska State Press Association

THE Forty-third Annual Convention of the Nebraska State Press Association, which was held in Omaha, April 19-21, went on record as the beginning of a new era in the newspaperdom of the state. For instance, the Association voted $100 as a nominal sum to help a certain publisher in his suit for principle to establish the precedent that newspaper account is not an "outlawed account" as that of the saloonkeeper. Edgar Howard of the Columbus Telegram sued a delinquent subscriber for an account, won in the lower court, then in the district court, and soon the case is to be heard in the supreme court of the state. The association

Horace M. Davis, President Nebraska Press Association

voted the money so as to be formally identified with the support of the principle for which Mr. Howard is fighting. C. J. Bowlby of the Crete Democrat is fighting a similar case in the Nebraska courts.

Officers elected were Horace M. Davis of Ord, president; Clark Perkins of Aurora vice-president; C. C. Johns of Grand Island, executive secretary-treasurer; Miss Eunice Haskins of Stella, corresponding secretary.

Mr. Davis, the new president of the association, is a young man of ideals and progressive ideas, and will have back of him during the coming year of his administration, the cumulative effect of this convention through which there ran at each session the great desire to add dignity to Nebraska newspaperdom, and place the profession on a par with law, medicine, etc. As a means to this end, a resolution was passed, condemning unclean and dishonest advertising and aiming for higher standards. The resolution reads: "We hold it to be a duty we owe to our readers without regard to material cost to encourage truthful advertising and to discountenance, discourage and refuse dishonest, unclean and fraudulent advertising."

A new constitution was adopted, and much interest prevailed during its reading and revision, and it was finally voted that job printers be excluded as active members. It was the general consensus of opinion that the membership be confined to those engaged in the editorial phase of the newspaper business. Another change in the constitution was increasing the executive committee to eight, having them appointed by the president from the six congressional districts, so that every part of the state will have a direct representative. The president and the vice-president are the other members of the committee.

Gilbert M. Hitchcock, United States Senator from Nebraska, formerly of the Omaha World-Herald, was present at the opening session, and was called upon to

C. C. Johns, Executive Secretary-treasurer, Nebraska Press Association

greet the association, making the leading speech of the afternoon.

"I have witnessed more real progress in newspaper methods than perhaps in any other line of enterprise," said Senator Hitchcock. He said that thirty years ago in Omaha, most reporters and compositors were tramps, that the whisky bottle played an important but harmful part in the composing-room, that most circulation affidavits were jokes, and contrasted the shaky and unsettled condition of Nebraska papers of those days with the successful systemized newspapers of the present. Senator Hitchcock's address was followed by various members of the association making a sincere plea for higher standards in Nebraska's fourth estate.

Edward Whitcomb of Friend was acknowledge the dean of Nebraska newspaper men, after considerable research and investigation in a "Pioneer Newspapermen's Contest." He was awarded a gold medal for the longest continuous service on one paper in Nebraska. He has published very issue of the Friend Telegraph since February 1, 1877, a period of thirty-eight years

and two and one-half months. The closest contestants were (1) J. N. Hassler, Pawnee Republican, thirty-seven years and six months; (2) Ross L. Hammond, Fremont Tribune, thirty-five years and eight months; (3) A. W. Ladd, Albion News, thirty-five years and six months; (4) H. M. Crane, Bloomington Advocate, thirty-four years and seven months.

In connection with this contest, "Pioneer Newspaper Making—Five Minute Talks," had an important place on the program at the opening session. One pioneer told of establishing his newspaper fifty miles from a railroad, another of setting up shop in a tent through which snakes crawled and jackrabbits jumped, and all of these old-timers mentioned the lack of equipment and their hard struggles in the early days. Harry A. Brainerd of Hebron, the retiring president, was presented with a gold emblematic button. He learned typesetting on the Youth's Companion, starting fifty years ago at the age of eight.

An important committee appointed is the legislative. Several measures detrimental to the state newspapers came up for consideration at the session of the legislature just closed, and only with strong fight by a few members of the association was their passage prevented.

Two ad-setting contests were worked out by the editors in their own shops at home, brought to the convention for judging, and after the prize winners were determined, the work of all taking part in the contest was displayed in the assembly room.

The association decided to hold the 1916 convention on a special train on a "get acquainted" junket through the North Platte Valley and Western Nebraska. The plan is to mobilize at Grand Island and start from that city, spending four or five days on the trip. The convention date will be chosen later. Bridgeport, Scottsbluff, North Platte and other western Nebraska cities will be visited.

The convention is the first of this kind, it is believed, and is to be held this way to form a closer relationship between the association and the North Plate Valley and western Nebraska editors. By the old constitution meetings were held at Lincoln, the state capital, alternate years, and lately in the other years the meetings have been at Omaha, consequently the personnel of the present association is acquainted with only Lincoln and Omaha as state press convention cities.

About two hundred registered for the Association. Many ladies were present, and a number of babies. The Association headquarters were at the Rome Hotel, and wide-open hospitality prevailed throughout the city. The social features included a banquet at the Fontenelle, Omaha's new million-dollar hotel—the finest hostelry in the state; luncheons, dinners and theatre parties. The closing session was held at the Stock Exchange building in South Omaha, following a dinner given by the Stock Yards Company, which claims South Omaha as the second live stock market in the world.

The second annual state college press convention was held in Omaha at the Loyal Hotel at the same time, and a number of members of the Nebraska State Association addressed the young college editors.

Nebraska does not have a school of journalism, and the older association passed a resolution favoring the establishment of such a school at the University of Nebraska in Lincoln.

NEWSPAPER PROPRIETORS' ASSOCIATION OF NEW ZEALAND

The great majority of proprietors—some seventy odd—in the Dominion are members of the Newspaper Proprietors' Association of New Zealand, and at the Annual Meetings a great volume of business, of considerable value to members, is always transacted. This year's gathering lasted throughout two days in March.

The President, Mr. P. Selig, General Manager of the Christchurch Press Company, Ltd., delivered a finished Annual Address, in the course of which he referred to the titanic struggle Britain and her Allies were engaged in, the influence of the war upon the newspaper business, and said it was gratifying that the New Zealand newspaper and printing world had contributed its share of men for the fighting line. Employer and employe had responded nobly to the calls in aid of the various patriotic funds, and columns of space in the newspapers had been devoted to the support of all movements calculated to support King and Country. This, he was sure, would be continued. Reference was also made to the posting of the High Commissioner's telegrams, the censoring of news, the War Office's regulations regarding the non-publication of news relating to the force, railway passes, inadequate cable service across Cook Strait, selling of space for advertising the manufactures of Enemy Countries, freight on news-print paper and damage to same, free publicity, advertising agents, the postponed Imperial Press Conference, the World's Press Congress in San Francisco in May and June next, farming space and many other matters of particular interest to the newspaper world.

The President was thanked for his address which was ordered to be printed and circulated amongst members.

A vote of thanks to the Municipality for placing the Council at the disposal of members for their Executive and Annual Meetings was passed, and the sum of £25, donated to the local fund in aid of the Belgians.

It was decided that the next Annual Meeting be held at Rotorua.

Mr. P. Selig was unanimously re-elected President and the other officers elected were as follows: Vice-president, Mr. F. E. Hyman; Committee, Messrs. L. Blundell, Geo. Fenwick, F. Pirani, E. Abbey-Jones, H. Horton; Awards Committee, the President, Messrs. R. B. Bell, H. Horton, F. E. Hyman, F. Pirani and W. C. Weston; Hon. Auditor, Mr. E. G. Kerr; Secretary and Treasurer, Mr. L. J. Berry.

The Hon. The Minister of Internal Affairs and the Hon. Postmaster-General, who were in the district, were invited to attend the opening of the Conference, but owing to prior engagements expressed their regret that they were unable to accept the invitation.

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BETTER TIMES ARRIVING

"Buy Now and Give Prosperity a Lift."

Barnhart Brothers & Spindler report business improving, although spasmodically. They have made more sales recently of Babcock presses, particularly of the two-revolution, than they had for a long time in the past and the situation seems to be steadily, though not rapidly, improving. Business in the country is better than in the city of Chicago. The salesmen are passing along to their customers the injunction, "Buy It Now and Give Prosperity a Lift."

NEWCOMERS' WEEK IN DES MOINES

By Frank Armstrong

NEWCOMERS' WEEK in Des Moines, under the auspices of the Chamber of Commerce, was the outgrowth of a suggestion made by George W. Mercer, Chairman of the Publicity Committee.

Mr. Mercer suggested a Newcomers' Night, similar to the event held at Cedar Rapids some months ago, and told the Board that he believed it should be turned over to an advertising man to handle.

The directory board requested me to prepare a plan for their consideration and as the plan was being worked out, it became apparent that more good could be accomplished by extending the program to cover a week.

The various lines of business were given charge of the noon-day luncheons at the Chamber of Commerce during the week. A committee was appointed from each

B. F. Williams, Pres. Des Moines Chamber of Commerce

line to arrange the program and take entire charge of each luncheon. These included bankers on Monday, insurance men on Tuesday, jobbers and manufacturers on Wednesday, retailers on Thursday, educational interests on Friday and traveling men on Saturday.

The 1,300 members of the Chambers of Commerce were charged with the duty of bringing Newcomers interested in the lines featured, to each of the luncheons. The "glad hand" was generously extended and the new men welcomed to the business circles of the city.

Many of the churches held special evenings during the week at which their members were welcomed. The regular meetings of clubs, lodges, etc., also featured the welcoming of Newcomers among their membership.

The city federation of Women's Clubs, numbering over 6,000 members, gave a reception on Friday afternoon to the Nowcomer women of Des Moines at Hoyt Sherman Place—the women's club house.

The final meeting of the week was a general gathering under the direction of the Chamber of Commerce at the Coliseum on Saturday evening. This great convention hall has a seating capacity of 10,000 and was completely filled. The first floor was reserved for Newcomers. The names of about 1,500 families had been secured numbering more than 5,000 people, who had moved to Des Moines since January 1, 1914.

Names of Newcomers were secured from members of the Chamber of Commerce, through the principals of public schools, through clubs, lodges, churches and similar organizations. Cards were supplied on which to list names of Newcomers with residence address and number in family. Coupons were printed in the local papers which brought in a large number of additional names. A letter of invitation, together with a badge admitting the Newcomer and his family to the section reserved for them, was mailed to each name in our files several days before the meeting. This badge not only admitted them to the Coliseum but also entitled them to a suitcase full of souvenirs which had been contributed by members of the Chamber of Commerce. There were over thirty pieces in this collection, affording in itself an evening's entertainment and including

Geo. W. Mercer, Director Chamber of Commerce, Chairman Publicity Committee

everything from lead pencils to broom holders.

The program for this general meeting included over twenty addresses of welcome, limited to two minutes each and representing the various interests of the city. There were a number of responses by various Newcomers. Members of the Chamber of Commerce acted as hosts and assisted in promoting acquaintance and good fellowship.

A feature of interest was the awarding of special prizes, offered by local firms, to the following:

Youngest Newcomer.
Fattest Newcomer.
Tallest Newcomer.
Shortest Newcomer.
Biggest Newcomer Family.
Newest Newcomer Family.
First Newcomer Family in 1914.
Last Newcomer Family in 1914.
Each Newcomer who bought a home.

Newcomer who came farthest.
Newcomer who lived closest to Des Moines.
Newcomer from hottest point.
Newcomer from coldest point.
Newcomer from wettest town.
Newcomer from driest town.
Newcomer from across the Atlantic.
Newcomer from across the Pacific.
Former Des Moineser who came back greatest distance.
Newcomers who have joined Chamber of Commerce.

Frank Armstrong, Advertising Man, Chairman Newcomers' Week Committee

These prizes produced much merriment and proved to be one of the enjoyable features of the evening.

A musical program was furnished by a popular local band, the Chamber of Commerce Glee Club and the Fortnightly Musical Club.

Mr. B. F. Williams, President of the Chamber of Commerce, presided at the Saturday night meeting. His tact and ability added much to the success of the occasion.

The loyal support and co-operation of the four daily newspaper of Des Moines was of tremendous assistance in promoting the success of Newcomers' Week. They profited from the enterprise through the advertising of new firms, securing considerable additional space.

The story of the week was sent out to all the newspapers of the State with the suggestion that similar efforts be made in each community. Several towns are already planning a Newcomers' Day or a Newcomers' Week and we believe the idea will be productive of much good in other places in addition to Des Moines.

* * *

SHOULD LAWYERS ADVERTISE?

Frequently this paper has advocated advertising as a duty for all who have anything to offer that will be of value to the people—to the prospective buyers who expect to be benefited by the commodities or services offered, including, naturally, schools, churches, physicians and newspapers, but when it comes to lawyers, we would be inclined to agree with a recent ruling of the circuit court of Detroit, Mich., that being asked for an opinion by the local bar association as to the propriety of lawyers advertising for divorce and other cases, filed a written statement in which such conduct is called "immoral, indecent and contrary to the ethics of the profession." To ascertain the truth of the charges, one attorney was asked to appear at the judges' consultation rooms and when questioned admitted that he had advertised for business. The judges then demanded that he discontinue the practice, and further action was avoided by the attorney agreeing to comply with the demand.

Advertising by lawyers would be a little like soldiers advertising to take up the quarrels and fight the battles of any people who wished to employ them. We were always prejudiced against the Hessians employed by Great Britain to fight her American colonies. Lawyers and soldiers seem a necessity in the present condition of the world, but they should only be enlisted in the cause of right and justice—should never seek to stir up strife or advertise a willingness to fight in any cause. The dignity of these two professions should be preserved.

Shysters are the most despicable men on earth and will go to any limit to stir up a lawsuit. In 1892 we were nearly killed in an elevator accident. While lying in an almost insensible condition in the Presbyterian Hospital in Chicago, and not expected to live, a shyster got into the room either by lying or bribery, and had the affrontery to ask our wife, who was waiting by the bedside, to leave the room. Instinctively we objected and he was foiled in his attempt to force from us in our weakness a contract placing the claim for damages in his hands on a basis of sharing with him such damages as might be secured. After recovery, we settled our own case, out of court, securing two thousand dollars for the injuries that had been received, with perfect good feeling on both sides.

Had the shyster succeeded, there would have been the cost, the ill-feeling and the worry of a long-drawn out lawsuit—possibly greater damages might have been awarded.

"Keep out of courts and saloons" is pretty wise advise and the man who stirs up litigation should, as a rule, be put behind the bars instead of being permitted to practice at the bar, as a sworn, but really pejured, officer of court, calling God to witness that we will seek to see justice done.

INTERESTING EXHIBITS OF VALUE TO NEWSPAPER MEN AND PRINTERS INSTALLED IN THE PALACE OF LIBERAL ARTS AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION

By Theodore Hardee, Chief of the Department of Liberal Arts

THE Palace of Liberal Arts at the Panama-Pacific International Exposition is one of the main group of exhibit palaces and was built at a cost of $344,185. It is 475 feet by 585 feet in size and contains a floor area of 251,300 square feet.

The exhibits classed in this department include equipment and products of typography and various printing processes, books and publications, bookbinding, maps and apparatus for geography, cosmography and typography, manufacture of paper, photographic equipment, processes and products, instruments of precision, philosophical apparatus, medicine and surgery, chemical and pharmacal arts, musical instruments, theatrical appliances and equipment, electrical methods of communication, civil and military engineering, models, plans and designs for public works, architecture and architectural engineering.

United States Government—The following are a few of the departments of interest to publishers and printers represented in numerous interesting exhibits: State, Treasury including the public Health Service, War and the Medical Corps, Navy with the Bureau of Medicine and Surgery, Interior including National Parks, General Land Office, Indian Affairs and Reclamation Service; Commerce; Smithsonian Institutes; Civil Service Commission; Panama Canal Commission; Commission of Fine Arts; Printing Office; American National Red Cross; Library of Congress, and the motion picture exhibit. The exhibit made by the Bureau of Standards is of special interest as showing the different false weights and measures in use today.

California Highway Commission, Sacramento—The exhibit is intended to show the extent of the work undertaken in the State and the system and method of construction. The work under way will cost $18,000,000 when completed. Some of the articles included in the exhibit are photographs, relief maps, samples of various types of pavement, section of a concrete base subjected to two years of traffic without any surfacing and samples of pavements taken from various sections under traffic long enough to demonstrate the lasting and wearing qualities.

De Forest Radio Telephone and Telegraph Company, New York—Particular interest is attached to the device which has made long distance talking possible between New York and San Francisco and which is known as an audion amplifier. Various demonstrations are made and by means of the aerials on the Tower of Jewels, the time is given out each day as received from Arlington. A device is shown which is used for recording messages on a slender steel wire by means of magnetization and which can be used for recording telephone messages of letter dictation.

Remington Typewriter Company, New York—A special exhibit is made illustrating the use of the machine in all the European languages, Korean, Arabic, Sanskrit, Marattii, Hebrew, Katakana, Japanese. The latter language is written by a native Japanese girl who also writes in Japanese founded on Chinese characters. The first model manufactured by the company in 1867 is exhibited for purposes of comparison.

Felt & Tarrant Manufacturing Company, Chicago—A model of the first adding machine built in 1887 is exhibited for purposes of comparison. The exhibit includes the adding and calculating machines manufactured by the company and featuring a new control key to eliminate errors.

Underwood Typewriter Company, New York—A monster typewriter, 1,728 times as large as the standard type manufactured by the company, is exhibited for the first time. It was erected at a cost of $100,000 and weighs fourteen tons. It is complete in every detail is operated by electro-magnetic force through the keys on a standard machine. A mechanical device shows the progress in writing from 1843 up to the present. A new automatically operated typewriter for use on circular letters, adding and bookkeeping machines are of interest.

Lanston Monotype Company, Philadelphia—Two keyboards and four casting machines are shown in operation. New features of interest are the automatic repeater unit, automatic keyboard, an 18-pt. machine and a new appliance which casts leads, rules and borders in any size from two to twelve point and of any length. Demonstrations are given to show the speed and adaptability of the machine.

R. Hoe & Company, New York—A new universal unit black and color press which promises to revolutionize the color printing industry as applied to newspapers, is seen in daily operation. It is designed and patented by George E. Pancoast, for many years mechanical superintendent for the Hearst publications. Three-color sections are printed simultaneously, the comic, magazine and editorial, at the rate of 15,000 an hour. The installation includes twelve printing elements, each element being made up of a design cylinder, impression cylinder and inking mechanism.

Mergenthaler Linotype Company, New York—There are five operating line-casting machines in the exhibit, one single magazine and four multiple magazine machines. There is one of the latest model multiple machines, having three decks and an auxiliary deck. Machines are all operated on demonstrating work.

Lisenby Manufacturing Company, Fresno, California—Four Mahlstedt multi-color presses are installed and show the printing of three colors with a flat-bed press with one operation. All kinds of paper from onion-skin thickness to cardboard are used in the demonstrating work.

American Automatic Press Company, San Francisco—A new type of automatic job printing press is shown in operation, using a small cylinder, reciprocating with the type bed which is raised and lowered into the printing line. The feed is from the bottom of the pile and it prints at the rate of 4,000 an hour.

George Russell Reed Company, San Francisco—A complete photo-engraving plant is shown in operation, including a beveling machine, metal and wood sawing, drilling, jig-saw and a point system trimmer and router. There is a vacuum printing frame for printing on metal. The largest half-tone color screen ever built is a part of the exhibit. An adaptation of the old-style hand-press for taking photo-engraving proofs is of interest. The latest methods of making printing and lithographic inks are shown.

Norman F. Hall, San Francisco—A complete line of

bookbinders' machinery is shown in operation, consisting of ruling machines, folders, paper cutters, embossing machines, sewing machines, gluing machines with extensive table, new type silk stitcher, paring machine, three styles of punching machines, rotary perforator with slot hole and one with round hole, wire stitcher, numbering machines, power-driven round cornering machines, table shears, job backer, foot-power perforators, binding press and ratchet standing press.

Methodist Book Concern, New York—A complete line of the publications issued since 1789 is shown. A number of rare old books and the only complete set of church hymnals known are included in the exhibit.

Dalton Adding Machine Company, Cincinnati—Special subtraction and multiplication devices for use with the standard machines manufactured by the company are exhibited, as also a special machine for postoffice work, an automatic motor cut-off and a new device for use on monthly statement machines.

Western Union Telegraph Company, New York—An automatic typewriting telegraph system, a Morse table, a commercial wire, various demonstrating machines, stock tickers, a complete ocean cable outfit consisting of transmitter, siphon recorder, automatic perforator, and models of cable laying ships are exhibited.

Schmidt Lithograph Company, San Francisco—Numerous samples of lithographs, cartons, labels and showcards are displayed.

Paul Elder Company, San Francisco—A complete line of the books issued from this press and books on California are displayed.

G. & C. Merriam Company, Springfield, Mass.—A complete line of dictionaries is shown.

John Howell, San Francisco—A number of rare and first editions, old manuscripts and rare maps are exhibited.

San Francisco Chronicle, San Francisco—Various samples of color plates used in newspaper work are shown, including four plates made by the Ben Day process, a red, blue, yellow, and a black key plate. Also shown are a matrix, stereotype plates, prints on zinc, original color drawings, a copy of the first issue of the Dramatic Chronicle and the telegraph key which was used to start the California Mid-winter Fair in 1894.

Oakland Tribune, Oakland, California—The exhibit includes the evolution of a newspaper cut from the artist's drawing to the color press.

H. S. Crocker Company, San Francisco—A line of addressographs from the small hand machine up to the automatic feed machines, mimeographs showing automatic inking, paper feed, paper stacker, throw-out and a new indestructible stencil, an envelope sealer and a duplicator are displayed.

Netherlands Exhibit—The exhibit from the Netherlands includes lettertypes, printing material, art printing, money paper, stamps, building materials and hospital, surgical and dental instruments and supplies.

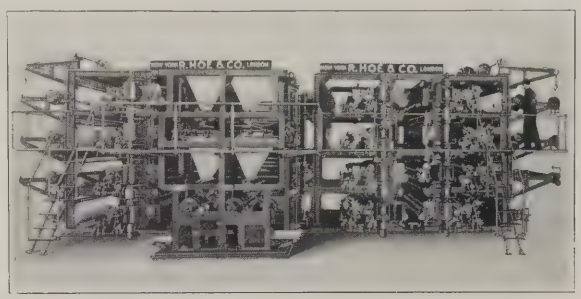
Egry Register Company, Dayton, Ohio—Numerous office appliances are exhibited, including a new multiplex attachment for carrying extra rolls of paper on a typewriter and using typewriter ribbons instead of carbons for extra copies. A recording system used in connection with a telephone train dispatching system on electric and steam roads, is of interest.

National Cash Register Company, Dayton, Ohio—In addition to the standard line of machines manufactured by the company are exhibited a ticket issuer and recorder for use in motion picture theatres and a triple-printer office auditor. A cabinet of views of safety and health work among the employes is of interest. A motion picture theatre is a part of the exhibit.

Burroughs Adding Machine Company, Detroit, Mich.—Machines intended for use in Arabia, Japan, Russia, France, Sweden, Portugal, Italy, Germany, Spain, Holland, India and England are exhibited. Two features of interest are a public service billing machine for public utility companies, and an automatic table computer.

EXHIBIT OF THE SAN FRANCISCO EXAMINER

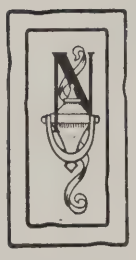
The San Francisco Examiner has reached a circulation for its Sunday issue of over one-quarter million copies, and its exhibit prints in the printing art department, its colored supplements on a "Hoe Universal Unit Combination Color and Black Rotary Newspaper Web Perfecting Press." The press is shown in the illustration. It is said to be the largest and speediest printing machine ever exhibited and the first press to pass through the Panama Canal. It does either



plain black newspaper printing at high speed or printing in various combinations of colors and black, as required and can be made with as many printing units as desired. The illustration shows a twelve-unit machine, consisting of twelve pairs of printing cylinders, with two folders, four formers and two deliveries. When printing in one color only it turns out complete newspapers of forty-eight pages or less at a running speed equivalent to 432,000 four pages, or 216,000 eight pages, an hour, all delivered folded, cut, and counted in lots. Among the many color products obtainable are: Eight pages of newspaper size with the two outside pages and two of the inside pages printed in three colors and black and the other four pages printed in one color and black; twelve pages of newspaper size with the two outside pages printed in three colors and black, six pages printed in one color and black and four pages in black only; sixteen pages of newspaper size with the two outside pages printed in three colors and black, the two center pages in one color and black and the other twelve pages in black only. It will also turn out color magazines of 16, 24, 32 or more pages, with pages half the size of the newspaper pages. When running to its full capacity the machine is fed from six rolls of paper, each the width of four newspaper pages, and the printing is done from ninety-six stereotype plates, each the size of a newspaper page and weighing approximately eighty pounds. The running speed is 300 revolutions per minute of printing cylinders and when using the full complement of six rolls of paper the consumption of paper is at the rate of seventy miles an hour, six feet in width, or 140 miles an hour, three feet in width, weighing about thirteen tons. The machine is composed of 27,100 separate pieces and the shipping weight is approximately 250,000 pounds. Its dimensions are: Length, 47 feet; width, 8 feet; height, 13 feet.

"THE GLOBE"

The "Scenic Line of the World" Puts the Earth on Exhibition



NO matter through which door one enters the Palace of Transportation at the Panama-Pacific International Exposition, San Francisco, the eye is almost instantly arrested by the looming proportions of what is declared to be one of the most novel and interesting exhibits ever seen. The earth itself is on display. The exposed surface is covered by the continent of North America and the oceans that bound it. The United States, with its mountains, rivers, valleys, national parks and cities, is taken in at a glance. In fact, the eye travels with tiny trains which flit across the huge miniature exactly as the trains they represent are in flight across the continent.

The exhibit is the production of the transcontinental system embracing the Western Pacific, the Denver & Rio Grande, the Missouri Pacific and the Iron Mountain. It stands in the northwestern corner of the Palace of Transportation, and becomes of even greater interest as one approaches. About it on every hand are the finest examples of the locomotive builder and the car-constructor and these pieces of railroad "furniture" give added point to the unique exhibit which illustrates a great railroad's function in serving mankind.

"The Globe" is fifty-two feet in diameter; being cut off at the base, is forty-four feet in height. The trains are seen traveling from San Francisco over the tracks successively of the Western Pacific, Denver & Rio Grande and Missouri Pacific to St. Louis, whence the Iron Mountain radiates to points in the Southern States and particularly to Hot Springs, Arkansas. Cities and places of interest are labelled with their names and a light glows at each as the train passes. Yellowstone, Mesa Verde, Rocky Mountain and Yosemite National Parks and Great Salt Lake are indicated by squares of soft light.

Although a train crosses from San Francisco to St. Louis in three minutes, it is impossible to regard this Globe and the suggested activity upon its surface without feeling as never before the splendid achievement of transcontinental railroading and the part it plays in our national life.

"The Globe," which is even more interesting within than without, is entered through ornamental arches. The Pilasters, are surmounted by strikingly sculptured figures of a prospector, representing mining; a fisherman, representing sports; a farmer, representing agriculture; a blacksmith, representing commerce; and a brakeman, representing transportation. Locomotives in relief appear to be emerging from the pilasters as from tunnels and their smoke drapes above the arches to spell the names of the four lines. Car wheels form a border for the arch entrances. In the width of the arch is seen a fragment of ballasted track. The keystone displays a bell, beneath which are the words, "Scenic Line of the World."

Adjoining the Globe and forming part of the roof of the interior exhibit is a reproduction of Marshall Pass in Colorado, the highest point reached by the Denver and Rio Grande. This Pass, with an altitude of 10,857 feet, is the continental divide from which streams flow west and east to the Pacific and Atlantic Oceans. In the colorful reproduction Mt. Ouray rises solemnly in the background. The trees and rocks of the foreground being real, the spectator is assisted in getting the "feel" of the "Backbone of the United States." Below Marshall Pass are bas relief panels showing Ruby Canon and scenes on the Feather and Missouri Rivers.

The interior of this huge Globe is so interesting that were the exhibit on the Joy Zone and an admission fee exacted, the never-ending stream of visitors would as eagerly pass through its entrance arches. Within the Globe is shown in miniature three million billion feet of the finest scenery in the world. In passing along a winding fairy causeway one looks first to right and then to left upon the vistas of a partly modeled, partly painted diarama that pictures the scenery and the activities lying along the lines of this railroad system. The effect of viewing these superbly wrought miniatures is difficult to describe. Not only do they acquaint the visitor with what is to be seen on this route, but they make him prouder of being an American.

Moving from scene to scene is identical with crossing the continent from West to East. The Panama-Pacific International Exposition is shown just as one would observe it from a hilltop a mile away. The succeeding scenes are given in the order in which they occur: San Francisco; Sacramento, the capital of California; Feather River Canon, which has made the Western Pacific famous throughout the world; Salt Lake City; Provo Valley and Utah Lake; Grand Junction, Colorado, with an orchard in Grand River Valley; Glenwood Springs, the noted resort; Leadville, with its mines and smelters and Mt. Massive in the distance; Royal Gorge, which has made the name of the Denver & Rio Grande known everywhere that men love to speak of the mighty and beautiful in Nature; the Sky Line Drive, showing Canon City and the Upper Arkansas River Valley, where agriculture alternates with oil wells and gold and coal mines; Pueblo, with the Bessemer Steel Works; the Garden of the Gods, with Pike's Peak in the distance; Denver, the mile-high metropolis of the mountain kingdom; the Pike's Peak region from the Crystal Park auto drive at Artist's Point, from which the eye takes in seventy miles of territory, including Colorado Springs, Colorado City, Manitou and the Garden of the Gods; San Luis Valley in Colorado, showing a 2,000-acre alfalfa field; Sugar City, Kansas, with its beet sugar industry; the cliff dwellings of Mesa Verde National Park, in Southwestern Colorado; Osawotamie, Kansas, with a 3,000-acre farm and stock ranch; Kansas City, Missouri, with its new Union Station; Jefferson City, Missouri, with its new Capitol Building; St. Louis, the eastern terminal of the Missouri Pacific; Hot Springs, Arkansas, the famous watering place connected with St. Louis by the Iron Mountain Line.

These scenes are faithful reproductions. They are full of color. They are made instinct with life by the changing play of lights and shadows. There are sunrises, sunsets, night and storm effects. The growing and receding light makes one feel the might and majesty of the mountains.

When the visitor has reached the center of the earth, as it were, he finds himself standing before a softly plashing fountain. The light fades. Twilight is succeeded by darkness. Then the twinkling stars come out. Finally the honey-colored moon sends a glow into the chamber. The soft firmament, with its marvelous heavenly bodies may be only a few yards away, but the

illusion is perfect. It is exactly as though one stood in a garden on a matchless summer night.

The visitor is recalled to the actualities by a courteous attendant, who hands him printed matter in which the facts about the country he has been viewing are succinctly set forth. The globe was designed and built by F. B. Fulton of Denver, who directed the construction of the interior scenes from paintings made by himself.

It is quite possible that no other single exhibit in all the stupendous Exposition will attract as wide attention or be more heartily praised by visitors, who find they have been instructed while being genuinely entertained.

Visitors to the "Globe" in the Palace of Transportation, Panama-Pacific International Exposition, San Francisco, are given a very unique souvenir in the form of a fac simile railroad ticket, the coupons of which feature the important cities, towns, peaks, canons, gorges, rivers and scenic attractions along the Western Pacific, Denver & Rio Grande, Missouri Pacific and St. Louis, Iron Mountain & Southern Lines. These rail lines have constructed this beautiful exhibit and have portrayed within the "Globe," by means of models and paintings, many of the noted wonders of the West, which made these roads famous. The contract portion of this ticket sets forth in an entertaining way many characteristic travel features of the system represented; the ticket agent's stamp on the back is represented by round half-tone reproductions of five striking scenes, and, in the date portion, the traveler through the Globe punches the day of his visit, and instead of giving his ticket to the attendant in charge, takes it away as a souvenir.

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INVITATION TO THE EDITORS.

The following invitation to members of the Alaska Cruise Club—the travel club of the north—is also most cordially extended to all members of the National Editorial Association.

You have been provided with identity on the grounds of the Panama-Pacific International Exposition through the courtesy of the Pacific Coast Steamship Company. Club Headquarters are established in the Steamship Company's exhibit in the Transportation Palace, next to the southern entrance to the building. The exhibit is an extensive one and readily identified by its unique Alaskan character, being in part a panorama in oil on canvas 25 by 45 feet, portraying a section of Muir Glacier with S. S. Spokane cruising past its face. The shore line and beach is composed of driftwood, sand, rocks and sea mosses brought from Sitka. In front, on two sides, are 45 feet of plate glass show cases filled with selected and costly private collections of Alaska Curios loaned by well known public-spirited Alaskans and members of the Club. Behind the show cases a group of Alaskan aborigines are working at native handicrafts—basket weaving, carving, etc.

The Club Headquarters is for your use and enjoyment when visiting the Exposition, as a rendezvous for yourself and friends, as an address for personal mail, and where letters and post cards may be forwarded.

You are cordially invited to call, to register your name and address and to meet your fellow-members.

MARY E. HART,

President Alaska Cruise Club; Vice President P. C. Women's Press Association; Hostess Alaska Exhibits Pacific Coast Steamship Co., and Alaska Cruise Club, Transportation Bldg., P. P. I. E., San Francisco.

April Second, Nineteen Hundred and Fifteen.

Alaska has no building or general exhibit at the Exposition, and the only collection of native art upon the grounds is that exhibited by the Pacific Coast Steamship Company in its Alaska department. In the background is an immense panorama of Muir glacier, with moraine and sandy beach composed of boulders and the rock dust of ages shipped from the Far North. On the beach are seated the Indian men and women busy with their crafts of wood and ivory carving, basket weaving and the making of moccasins. In the foreground, glass-encased, is every specimen of native art, from the famous Chilkat blankets to the rare and costly Attu baskets and beautiful carvings of ivory, slate and Alaska cedar. Handsome furs made into native garments are also shown. Many of the exhibits are loaned by well-known "Sourdoughs" and members of the Alaska Cruise Club, the travel club of the North, which will have a reunion of members from all parts of the world during the Exposition, among them Sir Thomas Lipton.

Mrs. Hart organized and is president of the National Exposition Hostesses Association. She was the first white woman to organize clubs of native women in Alaska. Through these clubs it was possible for Alaska to hold exhibits of native work at the Seattle and St. Louis Expositions.

Neither the Eskimo nor the Alaska Indian has any written language, but Mrs. Hart by long association has become sufficiently proficient to be able to converse with many of the northern tribes, a great advantage in securing exhibits for the government at previous expositions as well as for the company she now represents.

Last year Mrs. Hart left her ranch at Dyea, which lies within view of the famous Chilcoot Pass, and traveled on a dog-sled to Skagway, where she took the steamer for San Francisco. Since then she has been a speaker before many notable gatherings: the National Editorial Association, which she joined when she was connected with the Alaska-Yukon magazine; the General Federation of Women's Clubs, to which she was a delegate; the School of Journalism at Columbia University, Missouri, and the Missouri Press Association. Mrs. Hart will return to Dyea at the close of the Fair. The exposition work is not new to her as she was special commissioner on art, education and woman's work at both the St. Louis and Seattle Expositions. She also represented California at the Chicago Exposition as collector and custodian of the state historical exhibit.

The Skagway "Alaskan" says: "Mrs. Hart's name is known and honored throughout the entire extent of our great northern territory. She loves her Alaska and is never weary of exploiting the wonderful possibilities and resources of this more than wonderful country."

Mrs. Hart's husband, Judge Frank Hart of Cordova, Alaska, died some four years ago and is buried on the banks of Lake Eyak in the Copper river country; his brother, Louis F. Hart, is the present lieutenant-governor of the state of Washington and Mrs. Hart has recently returned from a lengthy visit to her relatives, where she was widely entertained by the Tacoma Women's Clubs.

GERTRUDE ORR.

A GREAT EDITOR DIES

W. R. Nelson, Deceased

A GREAT deal is written about the impersonality of the modern newspaper and the lack of great editors, wielding great, personal influence and recognized as leaders. Whenever such an editor as Samuel Bowles of the Springfield Republican or W. R. Nelson of the Kansas City Star dies, the fallacy as to the decadence of newspaper makers is made clear.

On the very day of the death of Editor Nelson, April 14th, newspapers all over the country—by reviews of his life, and able editorials extolling his character, work and accomplishments—showed that the greatness of his abilities, his signal attainments, his numerous, useful accomplishments, and his great-hearted beneficence had long been known and appreciated by the press and people.

In the evening on the day of his death, an edition of the New York Herald contained the following:

In 1880, Mr. Nelson went to Kansas City and established the Star, an evening newspaper. His success was such that in ten years it had a circulation of 50,000. Mr. Nelson's theory was that the people wanted local news. He gave little space to outside happenings, but devoted his columns to the interest of the people of Kansas City.

Campaign for Better City

When he went there Kansas City had no sidewalks or pavements and nearly all the buildings were flimsy frame structures. He began a campaign for paved streets, stone sidewalks, boulevards, parks, shade trees and attractive homes. He fought for years until Kansas City became one of the most highly improved cities in the country. To set an example of what homes should be he built one hundred dwellings for his employes in a suburb, with stone and brick foundations and lower floors, frame and shingle upper floors, trellises for vines and beautiful lawns and hedges, with trees in abundance. Other builders followed this suggestion, until now Kansas City is essentially a city of beautiful homes.

Always Mr. Nelson was engaged in some kind of a fight for civic betterment. When he went there he was an ardent democrat and was a great supporter of Samuel J. Tilden. He ceased to be a democrat, but he did not espouse any other party. Thereafter in politics he said he was "independent, but never neutral." He selected the candidates whom he believed would serve the people best and fought for them regardless of the party that nominated them.

In 1901, when the Kansas City Times failed, he purchased the newspaper and that gave him a morning and evening franchise in the Associated Press. For many years, and until recently, he was a director in the Associated Press and attended all the meetings of the board in New York City.

Establishes Art Museum

It was natural that a man who had fought for clean streets, parks, boulevards and pretty homes should desire to advance the aesthetic interests of his neighbors, and in 1896 Mr. Nelson went to Europe, where for two years, with art experts, he had copies made of the most famous paintings and other works of art. With these he established there the Nelson Art Museum, which has become the nucleus of a spreading circle of culture and refinement.

While Mr. Nelson's income was large from his newspapers his benefactions also were large. He gave liberally to the poor and to all civic and public funds. During his illness of the last few months he had been greatly interested in the soup kitchens established by his daughter.

Mr. Nelson was dearly loved by all the men working under him on his newspapers. They all worked together in one large room and they found him not only "the boss," as they affectionately termed him, but their friend. To those who worked with him daily he was known as "Boss." To the thousands of his friends in the city and throughout the country he was affectionately known as "Colonel Nelson."

Like sketches of the great editor's life and records of appreciation of his service and influence appeared in all the leading newspapers throughout the Nation.

We have quoted this much, at length, for the reason that it illustrates the fact, so often contended for in this journal, that, in the field of useful service, the modern newspaper man who appreciates the opportunities of his calling, accomplishes much more that is of real substantial and lasting value than did his predecessors of a half a century ago.

It is a satisfaction to know that Mr. Nelson looked upon newspaper making as a profession and advocated special and the highest possible training in preparation for properly performing the duties of an editor.

He was himself a collegian, a graduate of the University of Notre Dame, Indiana, yet his first active business for nearly twenty years in actual life was not along lines that would influence one to an overvaluation of scholasticism. He was for a time a cotton planter in Georgia, and for fifteen years a general contractor in the construction of roads, pavements, bridges and public buildings,—practical kinds of work that certainly would have driven out of his thought any undue prejudice in favor of college training or university education.

He was an eminently practical as well as an educated man. Hence his views as to professional training for newspaper men, after years of experience as an editor and publisher, are of double value, following so many years of business life as a contractor dealing with men of affairs in hot competition.

Mr. Nelson had been in ill health for several months and had been confined to his home since last December. He was active in the management of the Star until about a month preceding his death, when his condition changed for the worse. Until then, members of the Star staff gathered at his bedside several times weekly to discuss with Mr. Nelson questions of editorial policy. At these conferences he would dictate editorials and outline ideas for cartoons and feature stories. Although his physicians constantly advised against the part thus taken in the management of the paper, he refused to obey them, reminding them that it was in the building of the Star that he had been happiest, and that he would not be content without something to occupy his mind.

For a month, however, Mr. Nelson had been conscious only at intervals. At each period his mind was clear and he constantly asked questions about his newspaper and the members of its staff.

A day or so before he became unconscious Mr. Nelson, realizing the probability of a fatal termination of his illness, said to a friend:

"The Lord has been far better to me than I deserve. I have had a long life and a happy life with great opportunities for usefulness. My only regret is that I have not accomplished more. If this is the end, I am ready."

Throughout his illness the problem of the poor was of intense concern to him. He made large gifts to local charitable institutions and was absorbed in the work of a soup kitchen which his daughter, Mrs. Kirkwood, inaugurated and conducted.

Mr. Nelson's last conference with his associates took place in his bedroom the day before he became unconscious. It pertained to the necessity of keeping up the fight for honest elections.

"That is fundamental for democratic government," he said. "I may not be here to see the fight won. But the Star will fight on with all its resources until the present rotten system is broken down."

Newspaper Man by Accident

Mr. Nelson was born in Fort Wayne, Ind., March 7, 1841. He came of two centuries of American ancestors. His maternal grandfather, William Rockhill, settled in Indiana when that State was a wilderness, in 1819, and was the first farmer in America to plant 1,000 acres of corn. His father, Isaac DeGroff Nelson, was identified with the upbuilding of the State and took an active hand in its political life.

Intense admiration for the reform work of Samuel J. Tilden brought him into contact with that great Democrat, and when only thirty-four years old he became Tilden's Indiana campaign manager. His interest in political leadership made him turn to newspaper work as the best way to influence men in the mass. He bought an interest in the Fort Wayne Sentinel and a business reverse determined him to devote all his time to journalism.

Helped Build Up Kansas City

He soon became convinced that the opportunities in Fort Wayne were too small, and after looking the field over he decided on Kansas City as the most promising city of the country. He persuaded his Fort Wayne partner, Samuel E. Morss, to make the venture with him. They sold their Fort Wayne interests, went to Kansas City and started the Evening Star as a little four-page afternoon newspaper,, September 18, 1880. Mr. Morss withdrew from the enterprise after a few months on account of ill health, and Mr. Nelson continued as sole owner and editor-in-chief.

In 1881 Mr. Nelson married Miss Ida Houston. Their one child, a daughter, Mrs. Irwin R. Kirkwood, lives in Kansas City.

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THOMAS F. WALTON, DECEASED

Thomas F. Walton, lats president of the Ben Franklin Club of Chicago, who died April 9th, was born January 9, 1873, in Plattsburg, New York.

He received a good common school education and when fifteen years old, entered the office of the local morning paper there, where he began his apprenticeship as a printer.

Upon the death of his father in 1893, he with his mother and brother, F. E. Walton, moved to Chicago. Here he entered the employ of Hornstein Bros., printers, and finished his apprenticeship.

When that firm went out of business, he went into business for himself as a broker but in about a year, he with Geo. W. Spencer, started the Walton Printing Company, which name was shortly changed to the Walton and Spencer Company. This business was started in a small way with one pony cylinder and two job presses in the old building at the southwest corner of Dearborn and Harrison Streets, where the Transportation Building now stands. The firm then moved to Wabash Avenue and after that to the present location, 1241 S. State St.

Mr. Walton had been active in organization matters ever since the Ben Franklin Club movement was started, always a faithful attendant at meetings and was elected to the presidency at the last annual election. Owing to illness, which unfortunately terminated fatally, he was unable to preside at any of the meetings since his election.

He leaves to mourn with us, a wife and three children, two boys and a girl, and two brothers, F. E. Walton of Albany, N. Y., and A. G. Walton of the Chicago Printing House, Chicago.

Resolutions

The following resolutions were adopted at the meeting of the Association, Chicago, April 15, 1915:

Whereas, It has been the will of the Creator to remove from this life, Thomas F. Walton, President of the Ben Franklin Club of Chicago, and

Whereas, He was one whom we have all learned to love and respect during his connection with us and one who has given of his best towards the advancement of our organization and of the interest of the industry represented by the organization, and

Whereas, Mr. Walton was a man of many noble and lovable qualities, both in his public and private life, and

Whereas, In his death, the Ben Franklin Club has suffered a great and material loss, therefore,

Be it Resolved, That, we the Ben Franklin Club of Chicago, in session assembled, do deeply deplore and regret the demise of Mr. Walton and sincerely commiserate with his family in this dark hour of their great distress, and ask God to temper their grief over the untimely taking away of husband and father, and

Be it Further Resolved, That these resolutions be spread upon the minutes of this meeting and an engrossed copy be transmitted to the grief-stricken family, also a copy be sent the trade press of the country.

Signed: H. HILLMAN,
JAMES T. ELLIOTT,
Committee.

A WELCOME TO "BRET HARTE LAND"

By Olin W. Kennedy, Editor Sacramento Evening Star

Olin W. Kennedy

When the National Editorial Association comes to Sacramento, the capital of California, the members will be taken through "Bret Harte Land."

In fact, Sacramento feels quite as deep pride in the title of "Capital of Bret Harte Land" as it does in the distinction of being the capital of the Golden State.

Not only was Sacramento for many years the stamping ground of the writer of rugged stories, with their heartbeats, but it was also the home of Mark Twain. Bret Harte set type on the Sacramento Union back in the gold days. Mark Twain drifted back and forth between Sacramento and San Francisco.

Among Mark Twain's cronies in Sacramento was H. Wachhorst, then the proprietor of the largest jewelry store in the West. The building in which this store was located is now the office of the Sacramento Star. On the front of the building, now partially covered by new boarding, is a sign that Mark Twain designed for his friend, Wachhorst.

The Wachhorst jewelry store became famous as the scene of the most daring jewelry robbery of the early days. One day five masked men rode up to the front of the store. While one held the horses, four others looted the store of thousands of dollars worth of gold dust and jewels. They never were captured.

But it is as Bret Harte Land that this section desires to be known to the world.

England has her Shakespeare Land and Burns Land. California has a land which she believes has been almost equally distinguished in literature.

Bret Harte chose the towns, valleys, marshlands and mountains in this section as the scenes for his thrilling stories.

Hangtown is now Placerville—but Placerville is just as proud of the old name as she is of the new.

Roaring Camp is nearby and Poker Flat is yet a thriving place.

Calaveras County, where he found "Brown of Calaveras," is the great cattle county of the state.

"Tennessee's Pardner" has many living types in this section who still drift between Red Dog and Sandy Bar. They, too, can be seen in Shirttail Gulch. Stages are still running to Slumgullion.

The editors will be able to get somewhat of a directory of Bret Harte Land at the Panama-Pacific International Exposition, before coming here. There the admirers of Harte have reproduced his old cabin which still stands at Angels Camp.

Another relic is the eight-horse Concord stage that ran from San Andreas to Hangtown and Virginia City. It was on this stage that the debonair Jack Hamlin made many of his trips between the camps where gambling almost amounted to an industry. Harte's initials are carved on the back of the stage.

Not alone will the editors have the opportunity of drinking in the atmosphere that made Harte's stories intoxicating, but they will see here the famous fort built in 1839 by Captain John Sutter. It is now a beautiful place kept up by the Native Sons. The fort was built by Sutter shortly after he came to California and took up the million acre land grant given him by the King of Spain for his valorous conduct in the King's battles. Sutter brought with him hundreds of men to till the land. The Indians were so numerous and dangerous that the fort was built as a rendezvous for the white settlers. It is known as "Sutter's Fort" and from its bastions ugly-looking cannon are pointing in all directions.

Here, too, is the Crocker Art Gallery, the gift of the Crockers who made the millions in gold and the building of the Central Pacific railroad. The gallery contains the greatest number of valuable paintings in any gallery west of New York.

The mansions of the Bonanza kings and of the elder Heart are standing in beautifully-wooded streets.

While the gold mines are yet turning out their millions upon millions of yellow metal, a still more entrancing sight will be the miles upon miles of orange groves with their golden fruit shimmering under cloudless skies.

Sacramento is going down into her pocket for a goodly sum for editorial entertainment and will try to make the visitors forget that they have seen any other part of the country—letting this marvelously beautiful valley live long in their memory.

A HOSTESS OF THE NORTHERN LIGHTS

From Sunset Magazine for April, 1915.

A WOMAN of hazardous adventures in the Far North is Exposition hostess of the Pacific Coast Steamship Company exhibit, in the Transportation Palace, which features Alaska and also provides headquarters for the Alaska Cruise Club. She is Mrs. Mary E. Hart of San Francisco and Alaska, president of the Alaska Cruise Club, which comprises members in all parts of the world, and vice president of the Pacific Coast Women's Press Association.

It was fifteen years ago that Mrs. Hart heard the call of the north when she went to Alaska to look after some mining claims, and to engage in newspaper work. With no capital to develop her claims, Mrs. Hart decided that she would try her luck with the masculine prospectors who were thronging to the new land of promise. From the time that she was rudely hoisted ashore by a crane from the boat, and landed on the beach at Nome, a city of tents with streets covered with two feet of snow, luck was with the courageous woman. She developed her own claims, washing golden flakes from the sands of Nome, and digging nuggets from the rocks. Some of those nuggets she wears today in an odd chain about her neck. She also went on many hunts with the natives and brought back ivory tusks which later were converted into curious beads and bracelets which she proudly displays. Finally she homesteaded a fox ranch and here she intends to raise fine blue and black foxes whose skins will furnish the warm garments necessary during the long winter months of the north.

Mrs. Mary E. Hart

In fifteen years Mrs. Hart has won recognition for herself as one of the first ladies of the land, as is proven by the fact that she was chosen to represent Alaska at both the St. Louis and Seattle expositions. She also has accumulated a fortune by her own efforts, besides a vast amount of interesting experiences, for in the interim of her other activities Mrs. Hart has done newspaper and magazine work. The first editor of the Pacific Monthly, then published in Los Angeles, which was one of the first literary publications in the field on the Pacific Coast, Mrs. Hart was requested to represent a newspaper syndicate when she went north. She was a pioneer newspaper woman in Alaska and can tell many an interesting tale of her experiences.

She was the only woman to witness the first legal execution in that country and the dozens of stories which went out after the event were all from her pen. Another time she formed a life-long friendship with Sinrock Mary, the Reindeer Queen, whose famous herd numbered one thousand animals. Mrs. Hart met the native Queen at the end of a perilous journey of forty miles in an open boat of walrus-hide which was manned by natives who had traded pelts for liquor and were drink-mad. After that first stage of the journey there still was a fifteen mile "mush" over snow fields many feet deep, but the "story" of the queen was well worth the journey in Mrs. Hart's estimation.

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List of Exhibitors in the Third National Exposition Coliseum, Chicago, June 19th to 26th, 1915

(List written April 14th; new names being added daily)

American Folding Machine Co., Warren, Ohio. Folding Machinery. (Sold.)

Art Reproduction Co., Chicago, Ill. Reproduction Proofs of Due Tone, 3 and 4 color process printing plates. (Sold.)

Anderson, C. F., & Co., Chicago. Folding Machinery. (Sold.)

Burton, A. G., Sons, Chicago, Ill. Perforating and Numbering Machine. (Sold.)

Bermingham & Seaman Co., Chicago, Ill. Papers (Sold.)

Barrett-Cravens Co., Chicago. Multi-Trucks. (Sold.)

Bryant Paper Co., Kalamazoo, Mich. Paper. (Sold.)

Cline Electric Mfg. Co., Chicago. Electric Motors. (Sold.)

Clark, Geo. P., & Co., New York. Trucks. (Sold.)

Cleveland Folding Machine Co., Cleveland, Ohio. Folding Machines. (Sold.)

Cowan Truck Co., Holyoke, Mass. Trucks. (Sold.)

Chicago Baler Co., Chicago. Paper Balers. (Sold.)

Canton Cutlery Co., Canton, Ohio. Cutlery Specialties. (Reserved.)

Canaan Press, Pittsfield, Mass. Printed Samples. (Sold.)

Dexter Folder Co., New York. Folding Machinery. (Sold.)

Dexter, C. H., Windsor Locks, Conn. Paper. (Sold.)

Editor and Publisher, New York. Publication. (Sold.)

Economy Engineering Co., Chicago. Portable Elevators. (Sold.)

Excello Co., Chicago. Linotype Motors. (Reserved.)

Fuerstein, S. B., & Co., Chicago. Card Printing and Monogram Presses. (Reserved.)

Fourth Estate, New York. Publication. (Sold.)

Goldberg Display Fixture Co., New York. Display Fixtures. (Sold.)

Goss Printing Press Co., Chicago, Ill. Printing Presses. (Sold.)

Grier Press, Chicago, Ill. Printing. (Sold.)

Harris Automatic Press Co., Niles, Ohio. Offset Press. (Reserved.)

Half Tone Press, New York. Printed Samples. (Sold.)

Hall, A. W., & Co., Chicago, Ill. Folding Machines. (Sold.)

Inland Printer, Chicago, Ill. Inland Printer. (Sold.)

I. T. U. Commission, Chicago, Ill. Printers' School. (Sold.)

Jagenberg Machine Co., New York. Automatic Sheet Pasting, Mounting Machines, Automatic Paper Box Making Machines, Gumming and Pasting Machines. (Sold.)

Japan Paper Co., New York. Paper. (Sold.)
Johnson, Chas. Eneu, Co., Philadelphia, Pa. Printing Inks. (Sold.)
Kalamazoo Paper Box Co., Kalamazoo, Mich. Paper Boxes. (Sold.)
Loring Coes & Co., New York. Coes Paper Knives. (Sold.)
Lewis, A. F., & Co., Chicago. Printing Trades Blue Book. (Sold.)
Lanston Monotype Co., Philadelphia. Monotype. (Sold.)
Logemann Bros., Milwaukee, Wis. Baling Presses. (Reserved.)
Master Printer, Philadelphia, Pa. The Master Printer. (Sold.)
Meyers Bros., New York. Exclusive Right on Ivory and Bubble Mailing Machine, Blowers. (Sold.)
McKay Mailing Machine Co., Chicago, Ill. Mailing Machines. (Reserved.)
Miller Saw-Trimmer Co., Pittsburg, Pa. Printing Machinery. (Sold.)
Richards, J. A., & Co., Albion, Mich. Multiform Outfits. (Sold.)
Roberts, H. L., & Co., Silk Stitching and Silk Looping Machines. (Sold.)
Rouse, H. B., & Co., Chicago. Register Blocks and Hooks. (Sold.)
Simonds Mfg. Co., Fitchburg, Mass. Paper Knives. (Sold.)
Stokes & Smith, Philadelphia. Rapid Rotary Printing Press. (Sold.)
Slocum-Avram-Slocum, New York. Productograph. (Reserved.)
Stearns-Howard Co., Engravers, Chicago, Ill. (Sold.)
Steubing Truck Co., Cincinnati, Ohio. Lifting Trucks. (Reserved.)
University Press, Cambridge, Mass. Printing of University Press. (Sold.)
Wroe, W. E., & Co., Chicago, Ill. Papers. (Sold.)
White, Jas., Paper Co., Chicago, Ill. Paper. (Sold.)
Wanner Mfg. Co., Chicago, Ill. Printing Machinery. (Reserved.)

COLISEUM, CHICAGO, ILLINOIS

Manuel, F. G., & Co., Chicago, Ill. Baling Presses. (Sold.)
National Binding Machine Co., New York. Gummed Tapes and Moistening Machines. (Sold.)
National Scale Co., Chicopee Falls, Mass. Trucks and Scales. (Sold.)
National Printer-Journalist, Chicago, Ill. Publication. (Sold.)
New York Revolving Portable Elevator Co., Jersey City. Portable Elevator. (Sold.)
Oswald Publishing Co., New York City. Publication and Books. (Sold.)
Printing Trade News, New York City. Publication. (Sold.)
Paper Mills Co., Chicago, Ill. Papers of Quality for Advertisers, Printers and Publishers. (Sold.)
Pence Mailing Machine Co., Minneapolis, Minn. Mailing Machines. (Sold.)
Printing Art, Cambridge, Mass. Publication. (Sold.)
Pitt, J. W., Chicago, Ill. Printer's Specialties. (Sold.)
Postamper Co., Chicago, Ill. Stamp Affixing Machines. (Sold.)
Pictorial Printing Co., Aurora, Ill. Printing, Lithographing, Samples. (Sold.)
Pence Sketch Co., The, Chicago, Ill. Ad Writers' Artists, Engravers and Printers. (Sold.)
Queen City Printing Ink Co., Chicago, Ill. Printing Inks. (Sold.)

WHEAT WHIRLED RAPIDLY UPWARD
DEMAND URGENT SUPPLY FALLING
INTERIOR WHEAT PRICE AT RECORD
FOREIGN BUYING BOOSTS WHEAT
ADVERTISE
In the Field That Yields One-Twelfth of the Wheat Crop of the United States
WHEAT! In 1914 the Spokane Country, embracing Washington, northeastern Oregon, Northern and Central Idaho and Western Montana, yielded 74,580,000 bushels of wheat, approximately one-twelfth of the total production of the entire United States.
¶ This splendid crop was marketed at prices ranging from $1 per bushel to $1.60 as compared with a ten-year average of 71 cents. Even at $1 this meant $25,000,000 in clean additional profits poured into the various channels of trade and benefiting nearly every industry and occupation. In addition the Spokane Country yielded $2 00 000,000 in general crops, fruit, minerals and lumber.
WHEAT IS NOW $1.50 A BUSHEL
EXPORT SALES BOOST WHEAT
WHEAT BUYERS COME WITH RUSH
WHEAT TAKING UPWARD SWING

EXAMPLE OF GOOD ADVERTISING

NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES
PROGRAM OF THE THIRTIETH ANNUAL CONVENTION, LOS ANGELES, CALIFORNIA, JUNE 29, 30 AND JULY 1ST
ADDED FEATURES OF ITINERARY AND ENTERTAINMENTS

FIRST DAY

9:30 A. M., Tuesday, June 29th.

Invocation.

Address of Welcome—Hon. H. H. Rose, Mayor of the City of Los Angeles.

Hon. H. H. Rose, Mayor of Los Angeles

Address of Welcome on Behalf of State—Governor Hiram Johnson.

Hon. Hiram W. Johnson, Governor of California

Greetings to Fellow Members of the National Editorial Association—Past-President J. P. Baumgartner.

Address of Welcome on Behalf of the Los Angeles Chamber of Commerce—President Robert H. Bulla.

Remarks on Education in Journalism—Bruce O. Bliven, Dean of the College of Journalism, of the University of Southern California.

Address on Behalf of California Press—President Harlan G. Palmer of the Southern California Editorial Association.

Response on Behalf of National Editorial Association—Hon. L. C. Crampton, Member of Congress, and Editor Lapeer, Mich., Clarion.

J. P. Baumgartner, Former President N. E. A. Editor Santa Ana Register

President's Annual Address—George E. Hosmer, Denver, Colo.

Appointment of Convention Committee.

Report of Advertising Bureau Committee.

President Robert H. Bulla, Chamber of Commerce, Los Angeles

Discussion.

Report of Convention Publicity Committee.

SECOND DAY

9:30 A. M., Wednesday, June 30th

Editing "Women," by the Woman's Editor of the Chicago Herald—Mrs. Newell.

Discussion.

Congress and the Newspapers—Hon. Henry A. Barnhart, Member of Congress, and Editor, Rochester Sentinel, Rochester, Indiana.

Bruce Ormsby Bliven, Instructor in Journalism, University of Southern California

Report of the Legislative Committee—Sheridan Ploughe, Secretary, Legislative Committee.

Discussion.

A State Editorial Association that Declares Cash Dividends to Its Members—Alva A. Swain, Secretary, Colorado Editorial Association.

Harlan G. Palmer, Editor The Hollywood Citizen, President Southern California Editorial Association

Building Up and Pushing a State Association—Sam P. Harben, Secretary, Texas Press Association.

Discussion.

SECOND DAY—2 P. M.

How to Get and Hold County Circulation for the County-Seat Newspaper—H. J. Blanton, Paris, Missouri; Jens K. Grondahl, Red Wing, Minn.

Discussion (15 Minutes).

Getting the National Advertiser into the Country Press—John Lee Mahin, Pres., Mahin's Advertising Agency.

Discussion.

How to Get and Hold Advertising—Fred E. Hadley, Editor, Enterprise, Winnebago, Minn.

Discussion.

The Relation of the Schools of Journalism to the Newspapers—Hon. Frank L. Martin, School of Journalism, University of Missouri.

Discussion.

Standard Advertised Remedies—Ervin F. Kemp, Editor, Standard Remedies, Chicago.

Discussion.

THIRD DAY

9:30 A. M.—Thursday, July 1st

Invocation.

The Editorial Page—Herbert Cavenness, Editor, Chanute, Kansas, Tribune.

The College Girl and the Newspaper—Miss Sagie Velle Fenton, Editor, Logansport (Ind.) Times.

The Small Daily as a Big Fact in American Journalism—Mr. James O'Flaherty, New York, of O'Flaherty's Suburban List.

Scientific Newspaper Management—C. H. Prisk, Editor, Pasadena, California, Star.

Politicians and Newspapers—E. E. Brodie, Editor, Oregon City, Oregon, Enterprise.

The Editor's Compensation—H. E. McPherson, Sentinel, Santa Cruz, California.

Report or Committee on Constitution and By-Laws.

The above program is subject to slight changes, and there will be three or four additions to it for the meeting at Los Angeles.

A business session of the Association will be held at the Fair Grounds at San Francisco on July 7th.

The final session of the 30th annual meeting will probably be held in Sacramento during the stay in that city.

NEW FEATURES OF ITINERARY AND ENTERTAINMENTS

Friday morning, June 25th, the special train will arrive at Colorado Springs at 6 A. M., and for the next four hours and forty-five minutes the editors will be the guests of Colorado Springs, Colorado City and Manitou.

An outdoor breakfast will be served at Stratton Park at 6:45 A. M., after which the party will visit the National Printer's Home and points of interest about Colorado Springs, Colorado City and Manitou, returning to the train at 10:30. The train will leave Colorado Springs for Denver promptly at 10:45. There will be a charge of 25c for the breakfast.

Shortly after leaving the Springs a basket lunch will be passed through the train to all members of the party, so that when they arrive in Denver no time will be lost from the very enjoyable program that has been arranged in Colorado's capital city.

The party will arrive in Denver at 1:30, and a trip to Denver's wonderful mountain park system, via Golden. Lookout Mountain, Genesee Pass, and the most attractive spots in this most wonderful park system will be shown the visitors. A mountain trout fry dinner will be served beside one of the beautiful mountain streams at 6 P. M. The return to Denver will be made in the twilight, reaching the city at 8 P. M. Then two hours will be spent at the great Indian Pageant or in seeing Denver. The train leaves Denver at 10:30.

The Association has arranged for headquarter rooms at the Albany Hotel during the stay in Denver.

The last stop in Colorado will be at Trinidad at 6 A. M., Saturday morning, June 26th, where a tempting basket breakfast will be taken on board the train for all members of the party. It will pay you to be up at this time and get a view of the "Coal City" of the Rocky Mountains, as well as of Fisher's Peak and Simpson's Rest.

ENTERTAINMENT AT SAN BERNARDINO, REDLANDS AND RIVERSIDE

The members of the National Editorial Association party will be met at San Bernardino by the Committee of Reception and Entertainment composed of the following representative newspaper men:

Chairman, Harlan G. Palmer, Citizen, Hollywood, President of the Southern California Editorial Association.

Mr. Harley W. Brundige, Editor, Los Angeles Express and Tribune.

Mr. Harry Chandler, Assistant General Manager of the Los Angeles Times.

Mr. M. F. Ihmsen, General Manager Los Angeles Examiner.

Mr. Geo. R. Young, Editor Los Angeles Record.

Mr. Guy F. Barham, President Los Angeles Herald.

Fr. W. F. Prisk, Editor and Manager of Long Beach Press.

Mr. F. C. Roberts, Proprietor Pasadena Daily News.

Mr. Jay E. Randall, Secretary Los Angeles County Press Association.

Mr. J. P. Baumgartner, Editor and Manager Santa Ana Register.

Mr. Charles E. Jones, Proprietor Lancaster Ledger and former president of the Southern California Editorial Association.

Mr. James MacMullen, San Diego Union.

ENTERTAINMENT AT LOS ANGELES

Allowing Tuesday and Wednesday for business meetings, the plan is to use Thursday for a trip over the Electric lines to the beach towns, Santa Monica, Venice, Redondo and Long Beach. The Long Beach people will entertain the party with a lunch at noon and an automobile trip about their city. There may be time here to enjoy some of the attractions of the beach city. Friday, the plan is an automobile trip through points of interest in the city of Los Angeles, of Pasadena, where some special entertainments are expected, over the famous Los Angeles County Foothill Boulevard, giving the party a chance to view some of the magnificent mountain scenery. Trip through Griffith Park, comprising three thousand acres of mountainous grandeur, with a visit to Universal City, the moving picture town, where special entertainment will be provided by the Universal Film Company. There will be a special performance of the Mission Play, California's Oberammagau, some evening during the Association's stay, also a reception by the Chamber of Commerce, and possibly a reception some afternoon for the ladies of the party.

ENTERTAINMENT AT SAN DIEGO AND THE CALIFORNIA PANAMA EXPOSITION

Upon arrival at San Diego, the editorial party will be met by representatives of the Exposition, Chamber of Commerce and the city, and the Exposition Spanish Band and conducted to hotels.

12:00 M. Special cars take party to the Exposition.

12:30 P. M. Luncheon, Patio Southern California Counties Bldg.

2:30 P. M. Outdoor Organ Recital by Dr. H. J. Stewart.

3:35 P. M. Review and Inspection, U. S. Marines.

4:00 P. M. Concert by the Band of the Fourth Regiment, U. S. M. C.

At the dinner hour, there are excellent cafes of distinctive character, and at 8 o'clock, fun on the Isthmus, our amusement street.

Second Day

Morning—Automobile ride in sightseeing cars to Point Loma, Fort Rosecrans and the Theosophical Headquarters; Ocean Beach; Mission, San Diego; Old Town; Coronado; Tent City; The Strand; Tia Juana in Old Mexico, and trip back to city through the orange and lemon groves of Chula Vista.

A Cavalry Parade in Plaza de Panama

Afternoon—Excursionists can spend their time visiting the exhibits and grounds of the Exposition. This program, of course, is subject to material change. There are many big events being arranged for the summer which may fall upon the days of your visit, and which, of course, we can include in the program for your entertainment.

The Spreckels' open-air pipe organ, is one of the distinguishing features of the Exposition. As to the special review and parade of the battalion U. S. Marines stationed here. The Marines is one of the most spectacular features of the U. S. Service. The luncheon in the typical Spanish patio of the Southern California Building, served on the day of arrival, will be a delightful feature.

The meeting of the party at the train with the Exposition band and special cars for taking the party in a body to the Exposition, will be like a joyous welcome to a new home by new and old friends, who have gone before, to a land of new hopes, of genial sunshine, enchanting natural beauties and unsurpassed architectural attractions.

ILLUSTRATING INCIDENTS

The Sappers at Work.—A spectacular entertainment by the Fourth U. S. Marine, stationed on the San Diego Exposition grounds, was furnished Vice-President Marshall, Assistant Secretary Roosevelt and the others of the Washington party in the form of a working demonstration of modern warfare methods, particularly in the throwing up of trenches.

A heavy tractor was borrowed from the agricultural exhibit and driven down to the Marine Barracks. There, in view of the vice-president's party, it was pushed at

full speed up and down on a 22 per cent grade with a file of sappers in its rear completing the work of establishing temporary fortifications.

"The tractor is supposed to have a thoroughly peaceful mission in life," explained Col. J. H. Pendleton, commanding the regiment, and Major W. H. McKelvy, who is in command of the battalion barracks. "This shows that it is made to do other duties and do them amazingly well. The tractor is at work on the battlefields of Europe today, and is performing labors just as important as the armored motor-cars."

U. S. Marines digging Battle Trenches with Aid of Farm Tractor

Mimic War.—A visitor from the back country, sauntering through the San Diego Exposition grounds a few days ago, strolled to the Fourth U. S. Marine camp which is situated between the Canyon Cabrillo and Canyon Espanol. Just as he stepped through a grove of palm trees a soldier dashed past him, hotly pursued by a score of half-naked Filipinos waving bolos and yelling with glee. A moment later there was a volley of rifles and back came half the Filipinos with a battalion of marines in chase.

The back country visitor didn't wait any longer. He dove through the palm trees and would have kept going for a mile had not a stalwart man who used shocking

Battle Practice at the San Diego Exposition In the Trenches.

language tripped him up and sat on him. When the rifle fire ended the visitor was allowed to get up.

"You darn near ruined the best battle picture I ever got," said his captor. "Can't you see that camera there?"

Examination showed a motion picture company (Lubin) at work on a Filipino drama, in which had been enlisted the full battalion of marines, together with the cavalry and artillery from the government posts in San Diego. Even the Filipinos were marines, properly dressed—or undressed—and painted within an inch of their lives. Within limits set by the company director were gathered several thousand persons watching the "battle."

This is the first film of the sort that has been staged at the Exposition. Many comedies have been presented, and the pictorial companies have made miles of film

Battle Practice at the San Diego Exposition. Charge by the First Cavalry and Fourth U. S. Marines

of the military and naval parades and the visits of Vice-president Marshall, Secretaries Lane, McAdoo, Admirals Howard, Uriu and Dewa and other distiniguished visitors. Also there is a motion picture plant among the amusements of the Isthmus, where films are made daily of the crowds on the Isthmus and visitors also allowed to see the acting of dramas before the lens of the movies' camera.

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THE FOSTER SERVICE, ASSUMPTION, ILL.

Ernest C. Foster and five of his associates at Assumption, Ill., have been having a lot of fun with the photograph shown, publishing it in their service sheets and asking their subscribers to pick Mr. Foster, "the boss." Few of them selected the right one, and, as

the firm has given us no intimation of "which is which," we have no more idea of who's who than will any of our readers. The gentlemen publish the Prairie State Tribune, a semi-weekly paper at Assumption, and "The Foster Service for Weeklies," a monthly syndicate service. Elbert Bede, a well-known newspaper man of Cottage Grove, Ore., recently sold exclusive rights to his paragraph service to the firm and is retained by it as a special writer. J. M. Baer, well known cartoonist of Beach, N. D., is in change of the firm's art department.—Advertisement.

SPEECHES HEARD THREE THOUSAND MILES

An Incident of the A. N. P. A. Banquet in New York City

NE of the big features of the annual banquet of the American Newspaper Publishers' Association at the Waldorf Astoria, New York City, on the evening of April 22nd, was that of transcontinental speech-making, songs and music. The New York Times devoted a page to the occasion of the banquet, stating that the transcontinental telephone feature had been kept as a surprise for the members. Only a few of the officials of the organization, the telephone officials and the men who installed the apparatus, knew the secret, and when the publishers and editors of America walked into the Grand Ballroom at 7 o'clock they were amazed to find a telephone earpiece at each plate, along with the knives, forks and other implements they would normally expect. There were 600 of the little ear tabs at plates on the floor. Every table was filled and the attendance at the dinner was so great that a few emergency tables had to be brought in. Wives, relatives, and friends of the publishers filled the two galleries of the room, and were surprised to find the little ear tabs there, too.

The toastmaster, Patrick Francis Murphy, President of the Mark Cross, enlightened the puzzled audience. Each of the ear tabs, he said, was connected with the Fair Grounds at San Francisco, through one line, of course, and then the first telephone feature of the evening began. G. W. Pecheco, a cornetist and a member of the Bohemian Club of San Francisco, he said, would play a cornet solo across the continent. The members listened in astonished silence while the musician played "All Those Endearing Young Charms." Every strain of the music could be heard. The music stopped and—as moving picture audiences applaud players who cannot hear them—the audience applauded the unseen cornetist.

Speech by Frisco's Mayor.

Fifteen minutes later the toastmaster announced that the Mayor of San Francisco would address the meeting. But the Mayor of San Francisco was neither at the guest table nor in the room. The ear tabs were adjusted and the diners listened to Mayor James Rolph, Jr., talk for fifteen minutes from the other side of the Continent. Here is Mayor Rolph's address:

"Mr. Toastmaster and Gentlemen of the American Newspaper Publishers' Association: As the first speaker, you honor me by your invitation to address you in New York this evening. I have visited New York on many occasions. I am particularly at home at the Waldorf-Astoria. Heretofore, in addressing the gathering, it has not cost the committee a cent. But I fear my address this evening will be one of the most expensive you have ever listened to. It will cost the committee almost as much to hear me as it would to hear a grand opera singer, and, for my vanity's sake, I hope its members do not demand their money back.

The Long Distance and Beneficent Service of the Press

"This is not the first long-distance banquet I have enjoyed at the hands of the press. You furnish us an intellectual repast every day in the year. You give us our morning appetizers and our evening dessert—the daily papers. I am mindful of the continued friendship that has been shown this city by the press of the nation. Five days ago we celebrated the ninth anniversary of the great fire of 1906.

"In that hour of our distress the American newspaper publishers opened the columns of their papers for our assistance. Every story headed 'Relief for San Francisco' was marked 'must go.' Nothing for San Francisco's aid was crowded out. There was no limit to space. San Francisco remembers this. She remembers the expressions of sympathy, the words of encouragement and millions in contributions that came through the agency of the press. Your assistance and support then gave us the heart to go forward. We scraped away the ashes and started a new city. We built it conscientiously, substantially and magnificently.

"Frisco Has Made Good."

"You gentlemen have been pleased to praise it many times, to compliment us repeatedly about our remarkable rehabilitation. San Francisco has made good. She has remained true to the trust that you reposed in her. Recognized as the key to the commerce of the Pacific, the gateway to the Orient, and the financial, commercial, and industrial metropolis of the West Coast of America, she stands today the splendid new-born city, the monument to the enterprise and courage of her citizens, and the coöperation of a friendly press. As a climax to this rehabilitation we have built a World's Exposition.

American Newspapers made the Panama Fair Possible

"We built the Exposition, but the American newspaper publishers have made it possible. Without your generous aid it would be a lifeless thing. The press of America put the people into it. To you we owe our attendance. You have told the world, not once but a thousand times, that this is the greatest Exposition in history. The power of the press made our Exposition a wonderful success and a powerful factor for education, enjoyment, and progress. You spread broadcast our invitation to the world. The world has responded nobly. We thank you for it.

"I would like to escort you as my guest on a trip around the world, a trip that would make Jules Verne look like a Long Island commuter. In one afternoon I would take you to Argentine, Bolivia, North, Central, and all South America, Hawaii, Japan, Philippines, China, France, Italy, Norway, Denmark, Holland, Canada, Australia, New Zealand, Turkey and Siam, and to every State in the Union and every county in California.

"All of these and more are at the Exposition in their buildings surrounded by their own products, their own customs, and their own atmosphere. Our exposition has succeeded because it was well advertised.

Achievements of Modern Advertising

"No science on earth has done more to advance the achievement of mankind than modern advertising. The growth of American business was founded upon it. It is a mainspring of American prosperity, the keystone of American stability. The greatest benefit that San Francisco has derived from this Exposition is the advertising it is getting because of it. She is getting this advertising at the hands of you gentlemen, the American newspaper publishers, and we are very grateful for it. I have attended conventions and ceremonies without number. I have been present at everything from the dedication of the Tower of Jewels to the opening of the Chinese Temple. I have earned the sobriquet of 'Silk Hat Jimmy' because of my constant appearance in behalf of the city at every official function with an appropriate headgear.

Invitation to All

"I have presented the key of the city to every nation on earth, and a few aviators and submarine divers as well. I have become, they say, a very windy orator, but this is the longest exposition speech that I have ever made. Every word of it is 3,000 miles long. As Mayor of San Francisco I extend you all a most cordial invitation to our Exposition. You will feel at home. New York is here. Norman Mack is with us, and State and City are represented in splendid buildings, each presided over by a splendid group of Commissioners.

In Touch with the News Centers of the World.

"As newspaper publishers you will still be in connection with the news centers of the world. We have a leased wire direct to this press building installed by one of your great press associations. You will find also that the wires of hospitality are attached to the hearts of every citizen in San Francisco. They are all waiting to welcome you. I shake hands with you across the continent. I wish you every happiness and the success of your banquet tonight. My fellow-directors of the Exposition, R. A. Crothers and M. H. De Young, are with you at the banquet, and I join them in extending the cordial invitation to you all to come and visit our wonderful Exposition in a wonderful city and stay as long as you can. One drinks water and the other doesn't. Tell the one who doesn't to stand treat with our California Golden State Champagne. The one who drinks water is R. A. Crothers.

San Francisco will Throw Her Gates Open

"While you are here San Francisco will throw her gates wide open, and I promise you that none of you will get into jail. I thank you for the great pleasure of our addressing you tonight."

Charles K. Field, editor of The Sunset Magazine, came to the wire a short time later and the diners were again greeted and told of the things they should go to the West to see, this time the narration being told in humorous vein. He was on the wire only a short time.

Mayor Mitchel of New York City Responds

Speeches of the orthodox kind were begun in the Grand Ballroom then, but the telephone again came into play shortly after 9:30. Mayor Mitchel had just finished his speech to the publishers when he went to a little room in the rear of the hall and was connected with the Pacific Coast. The arrangements on the line had been made so perfect, on the demand of Theodore N. Vail, President of the American Telephone and Telegraph Company, that the connecting up required less time than it takes to make a telephone call to Brooklyn.

The New York Mayor was introduced over the phone to Mayor Rolph and mutual greetings were exchanged. Mayor Rolph told Mayor Mitchel that a group of newspaper men had gathered in the room in which he was speaking, and Mayor Mitchel sent them his regards, which, incidentally, they received, by standard time in both cases, just three hours before they were sent because of the difference in time in the two cities. Mayor Rolph insisted that Mayor Mitchel promise definitely that he would visit the Fair in the very near future.

Mitchel's Felicitations.

"I will surely do that," those in the room heard Mayor Mitchel reply. "I am looking forward with the greatest pleasure to visiting the Exposition in the very near future. I hope it will be by the end of May or the first of June. I want to convey my congratulations to you on the splendid success you are making of the exposition, and I hope it will be successful as long as it lasts. I also want to thank you for the great help you and all of the officials there were good enough to give our representatives when they were installing the New York exhibit."

Reinald Warrenrath, the concert singer, who had already been generously applauded when he sang for the members in the next room, came into the little room half an hour later and sang for the listeners at the San Francisco end of the wire.

L. A. Larsen, publisher of the Daily Pacific Builder, in San Francisco, and an accomplished singer, also sang from coast to coast, the auditors being the New York audience, and he too was loudly applauded at this end. A couple of reporters exchanged greetings over the wire and, when it was about to be closed, C. W. Peck, in charge of publicity at the Fair, said:

"Good-bye, New York."

"Good-bye, California," replied Mr. Murphy, the toastmaster.

Toastmaster Murphy's speech in introduction of Mayor Mitchel to his New York audience kept the diners laughing until he took his seat with the announcement that a speech was better if left off in the middle, on the ground that there was no necessity of eating a whole egg to learn if it were bad.

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EDITOR VISITS PAPER HOUSE IN SAN FRANCISCO

One of the progressive establishments visited by the editor during his recent trip to the Pacific Coast was that of the Pacific Coast Paper Company, now located at 545 Mission Street, San Francisco, California. The company was incorporated May 19, 1904. It is the San Francisco distributor of Butler Brands, the products of the J. W. Butler Paper Company of Chicago, with whom the writer has traded since 1876—first with the Milwaukee branch and since 1889 with the Chicago house.

The Butler Company is one of the oldest paper distributing institutions in the United States, having been established in Chicago in 1844. For many years they did a large Western and Pacific Coast business through representatives traveling out of Chicago, and resident agents. Their business developed to a point where fully equipped branch houses became a necessity, and today their chain of such houses on the Pacific Coast testifies to the wisdom and foresight with which they built.

The Pacific Coast Paper Company has a live and aggressive organization. It has the spirit and ambitions of youth and at the same time inherits the traditions and principles of the parent house. The policies in effect have been tested in the fire of long experience and have been found to be right and true.

The writer was more than repaid for the time spent in going through this large paper establishment under the conduct of Messrs. Doane, Bireley and Moore, the able managers of the concern.

REMARKS ON "PAN HANDLER" PRESS CONVENTION

The district of Texas known as the Pan Handle has an active press association that met at Plainview, in April. In an address of welcome, Judge L. S. Kinder, of that city, referred to the establishing of the first paper in the place, twenty-seven years ago. A dozen citizens met and decided upon a newspaper for the town; an advertisement was inserted in the Dallas News and three weeks later a son of General Travis reached the town by mule stage and established the Hall County Herald which has been in existence ever since. They got their newspaper and with its help built a city around it.

This reminds one of how many towns and cities have been builded all over this land, as well as of how short a time it has been since the mule stage or the ox team have given place to the steam cars and electric trolley lines that traverse all sections of the country. There has been almost equal and still more rapid change in business methods. One of the principle addresses was by C. C. Crokett of Amarillo, on "Depreciation." A decade ago, printers, in a business way took little or no account of "depreciation," cost systems, overhead expenses, efficiency or other like subjects.

Another live topic was that of "Bridging the Dull Months" by Fred Haskell of Childress. This "bridging" is not now done by cutting prices to get what used to be known as "fillers," that meant ruinous prices on repeat orders, but the rather by getting up special editions, advertising specialties and feature printing.

One subject that comes along the line of possible newspaper service, was that of "Water Supply" by Professor Lawrance of the University of Texas. He informed the editors that underneath the Plainview County, within one hundred feet, there is a lake of thirty feet of water, affording the opportunity for irrigation. It is well, and is becoming pretty generally the fashion, for the schools, the universities and the press of a state to coöperate in efforts for the aiding of agriculture and other industries.

The Pan Handle of Texas is not the only section of the country where artesian wells might be made helpful for irrigation and other purposes. At Red Wing, Minnesota, the city water was formerly taken from the Mississippi River. The water was found unwholesome. Cases of typhoid fever were traced to its use. Through the persistent advocacy by a local physician, aided, more or less, by the local press, the plan of securing the water supply by artesian wells was adopted and now that city has the finest water of any place in the state and the physician has come to be called "the father of Red Wing's water system," and the placing of his statue in the public park in honor of his good work has been mentioned.

Editors everywhere should coöperate with physicians, health officers, schools and universities for the advancement of sanitation and all else that will be for the good of the people through spreading abroad practical, helpful knowledge leading to practical results. Whether they ever get statues or monuments in their honor or not, they should deserve them.

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"WINNING AND HOLDING SUBSCRIBERS WITH PREMIUM DISHES"

The article with the above heading, by H. G. Haffen, Circulation Manager of the Los Angeles Tribune, published in the March issue of this paper, was taken bodily from the Novelty News of Chicago, but, unfortunately, by oversight, credit was not given that paper. The fact is that the editor of the Journalist—held by the attractions of the Pacific Coast, the two wonderful Expositions and by business—made his recent trip West twice the time planned, and the printers ran short of copy and went to a good source for a part supply.

We have congratulated them on their good judgment in making the selection, for the article was especially adapted to the readers of the National Printer-Journalist, but had to regret that in their good feeling over the find and in giving full credit to the author, they overlooked the giving of credit also to the paper from which it was taken.

Our attention was not called to this matter until too late to make the amende honorable in the April issue of this paper, but this number is part of same volume, so that the correction will go to the same readers and down to posterity together with the omission. We hope that our good friend, I. H. Waggoner, associate editor of the Novelty News, will accept the apology with full satisfaction.

Credit should always be given and there is no reason for failure. There is nearly as much merit in being able to discern and select good matter as there is in originating the same and there is never any excuse for not giving full, honest credit. In this case the omission was unintentional and we have tried to make this acknowledgment so complete and extended as to be sure to command the attention of our readers.

AN OUTSIDER'S VIEWS ON NEWSPAPERS

President J. J. Hill of the Great Northern Railroad, Criticises Modern Newspapers

AMES J. HILL of the Great Northern Railroad has achieved unequaled success and has shown a broadness of information and of views and of opinions resting thereon, that make his counsels valuable not only on railroad building and transportation questions generally, but on nearly all governmental matters, as well as on newspaper making and nearly all productive industries.

The newspapers of the country have recognized the worth of his counsels and have sought them on many occasions. He was asked to address the members of the American Newspaper Association at the New York banquet, but being unable to attend, presented his address in printed pamphlet. The suggestions he made were all worthy of consideration though not all entirely practical or possible when applied to the demands of the modern newspapers that must satisfy the demands for news, in each issue, of members of all callings, as well as of all the members of the families.

The following quotations will be found worthy of consideration by all newspaper makers:

Censorship of the Press.

The dilemma is this, that if there is any censorship of printing, then the enormous force of publicity is turned to unfair use by persons or parties in power, and tyranny is assured and fortified. If, on the other hand, there is no censorship, this mighty modern engine may serve the wrong just as powerfully as the right. The same aids cause Falsehood to range just as widely as Truth. Printed jeers and lies may speed to the world's corner. The question is this: Do the facts of experience warrant us in accepting the uniform conclusion of the optimists, that the general opinion of readers, their disapproval of whatever goes beyond the proper bounds of manners and morals, will always act as a sufficient restraint upon the publisher? These two consequences of the invention of the art of printing contain practically all the issues that divide the world of readers and the world of publishers today.

Right of Censorship

The first notion, that some form of public censorship, is not so out of date as most people think. All nations suspend or censor news dispatches in time of war. In all eastern and most of central Europe the idea of freedom of the press, as we understand the term, is still unrealized. And in all countries this right of legal censorship remains in the statutes against the printing of matter offensive to decency.

Publishing What the People Want

There is a certain class of publication which cannot be circulated openly in any civilized country without coming within the prohibition of the law. But, as a whole, the English-speaking peoples have adopted finally the principle that there is to be no censorship of the press.

Everybody is familiar to weariness with the assertion that the publisher must give his public "what they want." Within certain limits nothing could be truer. If he does not he will soon cease to be a publisher. Therefore the publisher has been engaged from all time, and is still engaged, in the most doubtful, elusive and disappointing of all researches; that of trying to find out exactly what it is that the people want. If the formula for that could be discovered, the publishing business would be as simple as the compounding of a patent medicine according to its time-honored recipe.

Moral Standard Deteriorates

Above all, a change which I believe that even the most modernized publisher regrets, there has been a distinct deterioration of the moral standard. There are not only periodicals but books published today, exposed for sale, sent through the mails and to be found on the table in fashionable drawing rooms, whose issue would have cost the offender his ears less than three hundred, his liberty less than one hundred and the respect of all his fellows less than fifty years ago. Nevertheless there are some survivors or adherents of the old regime who must not be pushed too far.

"Making the Public Want What You Give."

A great deal of what is excused as "giving the public what it wants" is really making the public want what you give. To habituate the clean-mind reader to stories of crime, of sexual irregularity, of alleged but unproved wrong-doing in high places, to make him suspect eventually that these things are actually the woof of life and not mere blemishes on the fabric, is much easier than to make the vicious-minded man love righteousness and hate iniquity.

Cover Too Much Ground

It seems, to the outside observer, that many of the difficulties and shortcomings of the newspapers of today rise from the efforts to cover too much ground at once. Take up a daily and observe the number and variety of the tastes which it attempts to satisfy. Take one of the big Sunday issues and notice that it aims to be a newspaper, an athletic club, a library, a kindergarten, a scientific institute and a cabaret show all at once. That, like the dancing bear, its success is remarkable considering the nature of the task, is not to be denied.

While it must be admitted by thoughtful, conscientious editors, who are actuated by an honest desire to make their newspapers informing and, to the greatest possible degree, of real value and service to readers, that much is printed in many publications that might well be replaced by that which is more helpful, ennobling and inspiring and not less entertaining and pleasing, we believe that experience has taught that it is impossible for the daily press to cover any less ground and prove successful.

In this age of universal knowledge and community of interest and mutual dependence, there is a closeness of sympathy among all the people that makes certain that nothing human is foreign to the newspaper reader. All do not have

equal interest in all topics but to meet the demand all must be served and as a matter of economy and timeliness, all can be better served in one publication than in a half dozen or more different publications.

The late J. W. Scott, one of the ablest of newspaper publishers, once stated that he had started with the idea of the condensed newspaper, but experience taught him his error and he found it necessary to meet the demand and to give the people all that was possible in quantity and variety.

There is however, a tendency toward specialization and there is no doubt but the specialized publications have been helped rather than otherwise by the large treatment of all subjects in the newspaper press.

There is no use in finding fault with the quantity—with great amount of ground covered. A careful comparison of newspapers of today with those of a decade back will show a great improvement in quality. Abler editors and more expert writers find places on American dailies.

Is there a Decline in Prestige and Independence?

A careful investigation will show that Mr. Hill is also in error in his following further statements, if comparison is carefully made between the newspapers of today and those of from ten or even of fifty or sixty years ago:

With the decline of the prestige and power of the editorial opinion has come something still more regrettable; the injection of bias into the news article. It is the exception rather than the rule, taking not the great monuments to honest publicity whose representatives are here today, but all the newspapers and magazines of the country in the mass, to find news articles on important subjects which are fashioned solely from materials found in a search for the bare fact; which are not somewhat colored by the known position of the publication. Yet it is only by impartiality, by devotion to the abstract truth, that the country can get anywhere; can do anything nobler than chase its own tail midst paroxysms of barking. It is only along that road that the newspaper itself can reach any future worthy of its ambition, and any perpetuity that does not lead to weariness and shame.

Newspapers are more independent today than ever before in the history of the Republic. It may be true that there ought to be greater independence but no newspaper of any standing will permit the coloring of the news and there are very few newspapers, worthy the name, that will not give both sides in all matters, fully, fairly, honestly and fearlessly.

The successful publications are the independent, honest, serviceable newspapers. It would seem that President Hill's views are rather reminiscent, than otherwise, of the press thirty-five or forty years ago when partyism was in the ascendency and demagogism was rampant. The business has changed for the better since he lost many thousands of dollars in backing the St. Paul Globe as a partisan Democratic organ. It failed, because it did not change, and the old papers, that still survive and prosper in St. Paul and Minneapolis, are no longer partizan, but independent, progressive, serviceable, devoted to the cause of good government, to the upbuilding of their cities and the State and all worthy institutions and industries, a work in which President Hill has, himself, been signally active, useful and successful.

It may be that there has been a "decline of the power and prestige of editorial opinion," but this is largely because of the broader information, the more highly cultivated minds and the greater intelligence, independence and self reliance of the readers. Toward this also President Hill has helped through the liberal aid that he has given to institutions of the higher grades, both as to learning and the inculcation of the truest principles of morals and religion, of individual character and good citizenship.

Editors, today, are more useful in all that tends to build up and improve society and advance all that is best for the people, for the municipalities, the State and the Nation, for good government, for commerce and the industries than in the days of Greeley and Bennett. Take for illustration, the late Editor Nelson of Kansas City, whose useful life is briefly reviewed in this issue. There were many things written and printed by the great editor, Horace Greeley, that would not find place in the newspapers of today and if printed would be condemned for rudeness, rant, blasphemy, unfairness, partizanship and almost malevolence. The age that is now considered, with some justice, as heroic, was an age of warfare and tearing down rather than of intelligent helpfulness, constructiveness and upbuilding. Selfish ambition and great corruption as well as human slavery, retarding the advance of civilization, existed then no less than in other ages. The age had its Tweeds in politics and its sensational Bennetts in newspaper making as well as its Lincoln and Greeley. These days are better than former days, and on the whole the press that represents this age and all the people living therein can claim great improvement and betterment and greater, more worthy accomplishment.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, ILLINOIS, MAY, 1915

The only war worthy of America is that of mutual helpfulness and co-operation for the advancement of all. If all peoples would join in this kind of warfare with the end in view of the best for each through some such organization as The Citizen Conservators of the World, all would soon be blessed with employment, prosperity, peace and happiness. Even in salesmanship, the good of the buyers would be found to be of the highest benefit to the vendors and the producers.

* * *

No apology is needed for the large amount of space given this month to the great organizations of printers and newspaper makers. Men and all callings are advancing rapidly today through association and the comparison of views. We need more, not less, of all this. America needs today correct methods and system in business. The spirit and practice being developed of mutual helpfulness, of understanding and of efforts toward perfection count much more than the enforcement of rules of conservation and thoroughness by government as in Germany.

* * *

"The law killeth but the spirit maketh alive." Where everything is directed by the imposition of laws or governmental enactments, initiative is destroyed and progress from within greatly hindered. What the people institute and do for themselves among themselves contain an inspiration and furnish constant incentives to individuals toward contributing a share to the general progress and welfare. This is the spirit, too, that must underly all advertising in order to be effective. Advertising cannot be alone for the benefit of the advertiser. It must inform and be useful to the buyer or prospective buyer.

* * *

The American Cost Commission of the United Typothetae and Franklin Clubs of America, J. A. Morgan, chairman, have been for years doing a wonderful and valuable work in the matter of ascertaining the cost of production.

Recently the Commission has issued a statement of cost production founded on reports carefully gathered and collated. It is believed to be the most complete and authoritative guide to costs ever issued. It has been made possible only by the general use of standard cost-finding methods in the large number of representative plants in all parts of the country, from the annual statements of which it has been carefully compiled.

In no other line of manufacture, so far as known, is such a statement possible because of the lack of standard methods.

This document has been the result of a great deal of work and a considerable expenditure of time and money and, of course, under present ideas, is furnished only to contributing members for use in their offices. The average hour costs in all branches of printing and binding are shown and form a most reliable and convenient guide. This is the kind of knowledge that tends to general prosperity and the ending of commercial strife. An organization should be strong to give all the benefit without charge. It is important to all that all should know and put in practice the proper rules underlying safe, sound and remunerative production.

* * *

A writer in the Beaumont, Texas, Enterprise, quotes Solomon J. Stebbins, who has been in business sixty-one years with great success, and now, with his two sons, conducts his large hardware etablishment, as declaring: "We put ourselves on record as firm believers in newspaper advertising, not only as a worker of benefits to us who employ it, but as a public duty. . . . . Every man doing business with the public has certain duties toward the public which he ought to perform. Advertising is one of them. Honest advertising is news which the public must have to supply its wants to the best advantage."

Duty is the highest and most effective ideal to useful, permanent success and service and it is an ideal that the press may well and wisely exploit. Conducting his life and business on so high an ideal, we can understand and appreciate

one important influence that has kept him active and vigorous until his seventy-fourth year.

Whatever one may ignorantly think to the contrary, the fact is that the man who carries on his business with the thought of duty and usefulness to others has always an inner, invigorating, sustaining, joyousness, satisfaction and purposefulness that tends to health and long life. Narrowness, selfishness, and dishonest greed are things that bring fear, unrest and worry and eat out the heart and all vitality like a canker.

Referring to the advertising campaign based on the high principles of duty, the writer quotes Mr. Stebbins as further saying:

"It happened that we initiated this special activity just a few weeks before the war in Europe began, and it wasn't long until this country was feeling the inevitable effects in a business way. But it has overcome those effects so far as we are concerned, and has maintained the business of this year at the standard of our best years. As you have noticed, we are still at it, and as in any case of as profitable an investment, we intend to keep at it."

The story is told in a copyrighted, 1915, story by Andrew L. Demling, and we hope we will not be held as violating his rights of copyright.

* * *

There is no question as to the great influence of the press in the government of cities. With this influence the duty of active and wise exercise of power follows. In an address at the banquet of editors and publishers in New York City, Mayor Mitchell rightly stated:

"Through the press the Government is able to tell the people what it has done, is doing and is planning. It has been the press which has been most responsible for the upbuilding of city governments."

He made a plea to the publishers to work for home government for their cities so as to prevent them from getting into the condition now existing in New York and added:

"With increasing interest in city government on the part of the people have come increasing duties of government, in answer to the demand of the people for greater service. Also there has come a great increase in the cost of government, due not only to the increased burdens of government but to the lax methods of the past and the systems of conducting government they have left us.

"New York has come to a point, from these burdens, where it finds itself facing terrible financial problems. Other cities of the United States will soon find themselves facing exactly the same problems that New York City is facing today.

"One of the greatest contributing causes to this situation is the fact that New York City, like many others, is not in a true sense self-governing, but is one of the cities that is governed by the State Legislature in purely local matters."

The need that all government, like justice, should be brought home to the people is always existent, and necessary to efficiency and economy, and such government of the people by the people is an intelligent, vigilant, patriotic process. What is true of city government is largely true of county and state government. Mayor Mitchell further declared, in full harmony with these views:

"The present New York City Administration expects to succeed only through the help of the people of the city, and they get their information only through the press. For myself, I must acknowledge the most valuable aid during the year and a half of my administraion, and must say that I have always had a fair representation of the facts. And it has helped us enormously, to carry on our aims and to plan city work."

Along like lines as to the great influence of the press, President Butler, in speaking on "Public Opinion" named it as a product of modern times.

"Although individuals always held opinions of their own, public opinion had come with inventions of the telegraph, printing of newspapers generally and other innovations of the present time.

"Now democracy and a free press have developed that public opinion, is the invisible government that holds the world in its hand. It is silent, invisible, all-powerful. We on the outside ask only you who have the molding of that public opinion in your hands for the plain, simple, unvarnished fact above all things.

"The public opinion of the world is dependent more than ever at the present time on the public opinion of United States."

For this reason, it is more than ever essential that editors serve the world with the truth alone.

This means the widening the influence from the city to the whole world, but such close neighbors are all, through the press, the telegraph and rapid land and ocean traffic, that the like principles apply, and good, economic, efficient government in one city, state or nation has much to do with like governments in other cities, states and nations.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

FOR two years or more I have been scanning the columns of the trade papers and listening attentively to the talk of men of my calling, in anticipation of some criticism of the Act of August 24, 1912, which requires the twice-a-year publication of the ownership, management, circulation, indebtedness, etc., of newspapers. But, if such criticism has been made, up-to-date I have failed to see or hear it. Hence, I am forced to conclude that the law has been accepted favorably by the newspaper makers of this land.

Now, therefore, I am sorry that I must appear as filing a solitary objection to this measure of the government, and stand alone perhaps as its honest opponent. But, in the absence of a following, such must be the case, for the law has one feature (of which I shall speak later) with which I am certainly not in sympathy.

This Act of August 24, 1912, may have some excellent objective points, and, in the main, I can heartily endorse its requirements, together with their object and effect; but the one section of the law, to which I have thus far silently, and now publicly, taken exception, is that wherein the newspaper man is obliged to publish the names of "known bond holders, mortgagees and other security holders, holding one per cent or more of total amount of bonds, mortgages or other securities."

Not having been a framer of this law, and never yet having heard it judiciously interpreted, I am in no position to pose as an authority upon the meaning of this one clause, which, any way, has always struck me as rather obscure; but I am informed by eminent sources that it simply means, as applied to the smaller fry in the "sea of journalism," that the names of the individuals or firms who hold mortgages or notes against the publisher or his plant as security for loans, must be published in full in the statement; and the purpose or object of the clause, I presume, is that the public may be informed and understand why certain newspapers are so editorially fair and flattering to certain men and money-loaning institutions.

When the law was first passed it was my personal conception that this portion of the Act referred only to corporations—that is, to newspapers owned and operated by incorporated firms—but there later came under my observation a ruling of the proper assistant postmaster-general, who has charge of the government's second-class postal matters, in which it was clearly declared that all small weekly newspaper publishers whose plants or presses are mortgaged, must advertise the fact, giving the names of the holders of the mortgages, provided amount of said mortgage is equal to one per cent of the value of the plant or press.

It would of necessity be an extremely insignificant loan that would not equal one per cent of the value of even the average home weekly newspaper plant, and therein lies the objectionable phase of this law.

For instance, in the case referred to above, the publisher's plant is worth $2,500. He had made a loan, however, of some $300, and, as security, had given the local bank a mortgage on his plant. Hence, in his statement of ownership (which, as all newspaper men understand, must be subscribed and sworn to before a notary public) the publisher was required to publicly advertise that his shop was under mortgage to the local bank. But, of course, the amount of said mortgage is not required nor given, nor is the value of the plant mentioned.

The public, reading such notice in the home paper, naturally infers that the home editor is "in bad" financially and that his plant is covered by a mortgage. The direct result of this public information cannot be other than an immediate lowering of the home editor's standing in the community and a positive damage to his credit. As applied to the greater newspapers of the land, the publication of such information may have its value; but I cannot see enough good coming out of it to warrant

its enforcement as applied to the publishers of the country's home weeklies. So far as I can see, the result brings no public benefit, whereas it certainly works a decided hardship upon the struggling, long abused members of a most noble calling.

If I am wrong in my attitude toward this subject, I shall be very glad to be "put right" upon it, and shall welcome enlightenment from whatsoever source it may emanate.

✧ ✧

Creston, Iowa, March 22, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I am enclosing a few of my ad specimens, which I would like to have you criticise. Since sending in the last bunch of ads I have taken a position on the Daily Plain Dealer of this city, in which office the enclosed ads were composed.

Yours respectfully,
O. E. BOOTH.

I have always liked Brother Booth's work, principally because he has such a commendable

WE have just received the new spring line of Royal Society package goods and many beautiful and useful articles besides. Come in and look thru our stock.

Pictorial patterns and fashion plates now in for April.

M. WHITLATCH & CO

Exhibit 1

Alarm Clocks

Yes, this is the place to buy a Big Ben, Baby Ben, Sleep Metre, Sunrise or Buzzer Alarm Clock

WITH any of these reliable time pieces in the house, you can go to sleep and rest easy—forgeting everything—depending on the clock to wake you on time. It will do it.

The cost is very little, and the relief from care and worry for fear of oversleeping is great. You know who sells these—

S. A. BOWERS
THE FAIR AND SQUARE JEWELER
CRESTON, IOWA

Exhibit 2

regard for white space and because he usually sticks consistently to plans of simplicity. See these two specimens, for example (Exhibits 1 and 2) in which the pleasing effects have

PRINTING

All work promptly and carefully attended to

STYLES in job printing have undergone many changes in the past few years. The old style efforts with the big, gaudy type and fancy borders have been replaced with more simple designs. Present day advertisers realize that the old, out of date designs have no [illegible] merchants [illegible] more readable [illegible] and simplified designs [illegible] product, but [illegible] the same attention [illegible] the preparation [illegible] the requirements of our Job Department [illegible] everyone [illegible] our presses are kept clean and in good condition, and the ink [illegible] better [illegible] seems necessary. Let us print your next job—we are satisfying other Creston business men and we believe us our ability to satisfy you

PLAIN DEALER
JOB PRINTERS
CRESTON, IA.

Exhibit 3

been achieved simply by properly "massing" the gray and white. Brass rules and ornamentation are not at all necessary in modern composition—and especially not in modern advertisements, which everyone has begun to understand more and more thoroughly, are printed to read. The more readily they can be read, the better they are as advertisements. Any printed matter is generally more readable in just the degree that rules and ornaments are omitted. A recognition of this important truth is that which makes this compositor's work so approvable. In Exhibit 3 is another Booth creation of a trifle more fanciful order; but none the less pleasing, perhaps. The display is well discerned; but I am wondering if this ad would not have been more consistent, and surely not less beautiful, if the two columns had been merely reversed. This would have brought the signature in the closing column, the natural place one would look for it.

✧ ✧

Makers of the Milwaukee Journal favored this department with a copy of that paper, dated April 10, 1915, in which appeared the story of the hoisting of the "over 100,000" banner over the Journal building. The legend on the pennant which waved over the Journal building as the herald of glad tidings, referred, of course, to this paper's daily circulation. Ten days prior to the day of celebration the goal of "over 100,000" had been reached, but the circulation department wished to be assured of the figures' permanency ere they indulged in their demonstration. The Daily Journal began in 1899 with a circulation of only a little more than 23,000, and in the fifteen years since then has grown beyond the 100,000 mark—a remarkable growth, which now places this sheet within a distinctive class of American dailies. This circulation story in the Journal before me is well conceived and ably presented, and, with its figures of the circulation each year for the past decade and a half, it doubtless proved worth the price of the valuable front page space which it occupied.

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Britton, S. D., April 8, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Two copies of the Marshall County Journal under separate cover, to show what we were up against when merchants suddenly decided to advertise. Arrangement without reading matter is their request. Get 15c. They kicked like bay steers at the rate. Don't think I will make much on the edition at that. Paper of week before shows regular run of advertising.

Yours fraternally,
H. B. TYSELL.

Brother Tysell's sheet is a regulation six-column, quarto, all home-printed. It is a very prosperous, perfectly printed publication. The edition of April 8th, referred to in the foregoing note, is certainly a wonder in point of its

abundance of displayed advertisements. As an estimate, I would say that five out of the eight pages are consumed by the advertisers. The issue of the week before certainly looks bare in comparison with the succeeding issue. This special publicity campaign on the part of the Britton business men is the result of a recent organization of those wide-awake gentlemen for the purpose of advancing the commercial interests of the town. Their advertisements, which have been intelligently treated by the Journal's compositors, are of an interesting character, dealing particularly as they do with the subject of home trade versus trading with the mail order houses. Several of them have lists of goods, with the prices of both the home store and the catalogue house boldly compared, the advantage being the former's in each instance, when freight, postage and money order cost is figured in. There is much of a commendable nature in these advertisements, too, in the way of boosts for the home-town and with the view of inspiring home people with a greater degree of civic pride. A criticism which might be filed against Brother Tysell in viewing these two papers, is the fact that no editorial mention is made of this most commendable resolution on part of the Britton business men. The fact of the business men's organization for the noble purposes declared, was of such local interest and importance that a news story of much merit and equal length was warrantable; and I am surprised indeed that in so plainly alert a sheet the opportunity for such a story, together with appropriate editorial exploitation of the same subject, was so conspicuously neglected. All that I can find in the news columns appertaining to the fact, is a short story of less than two sticksful in the April 1 edition. Now, of course, being a practical man, no one realizes better than I how easy it is to make such criticisms, and how deserved and well founded they may appear, when, as a matter of fact, the editor himself may be able to present evidence in his own defense to prove that he did practically all that any human being would have done, or could have done under the same set of hampering circumstances. I am not trying to defend Brother Tysell, now, nor seeking to quibble over the criticism above offered; but I know that in my own career as the editor and publisher of a home weekly I have often recognized opportunities for brilliant stories and timely editorials, which under the press of circumstances beyond my control I was simply unable to actualize. Ofttimes even news of a high-class is necessarily omitted from an edition simply because the force has reached the limit sometimes of material, again of space, and even of that most valuable stuff called time itself. In the absence of inside information of these annoying facts, the outside world may have severely criticised me for my apparent lack of newspaper ability; but I have borne the possible censure with silence, realizing how useless it is to attempt to explain these peculiar conditions of a newspaper office to those unfamiliar with the trials of a printer. I sincerely hope Brother Tysell has some such an able excuse for this sin of omission which I have discovered in the Journal.

✧ ✧

Clark, S. D., March 6, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I, too, believe in giving honor where honor is due; hence, this letter. The ad reproduced in your journal of March was set by Mr. Bast of this city and I, in no wise, had anything to do with it.

However, I am enclosing two or three I would like for you to pass your judgment on. These ads are my own and not set from a layout usually furnished by a good advertising man. The advertiser, however allows a printer unlimited privileges with his copy, as he believes in a good, well displayed, attractive ad.

Hoping to see them in print, I am,

Yours very truly,

S. H. CHILTON.

The foregoing fine, frank communication was prompted by a review offered by me in a late installment of Newspaper Criticisms, wherein I was at a loss to know who was the author of the specimen shown and considered. Brother Chilton, therefore, comes honorably forward, placing the honor where it rightly belongs. The three advertisement specimens which my correspondent now contributes for consideration in these columns are surely all that Brother Chilton asserts that the advertiser desires—"good, well displayed, attractive." I hope I am not conceited. I have always tried hard not to become so. And to avoid it I have given many moments of my life up to self inspection. I realize, however, that it is difficult for anyone to maintain a position of any kind where he is supposed to know, without the danger of others thinking that he thinks he knows it all, and of his even thinking so himself; but in the newspaper business the nature of the very calling itself has a tendency to make a fellow broad enough to realize that no one can very easily know it all. And so I have never yet carried away the idea that I have not a great deal to learn about this business. Nevertheless, I have always felt that if there were any one branch of this varied vocation pertain-

ing to which my personal education and experience, as well as natural aptitude, have been such as to place me anywhere near the rank of an expert, that is in point of advertisement creation. Few men have given this phase of

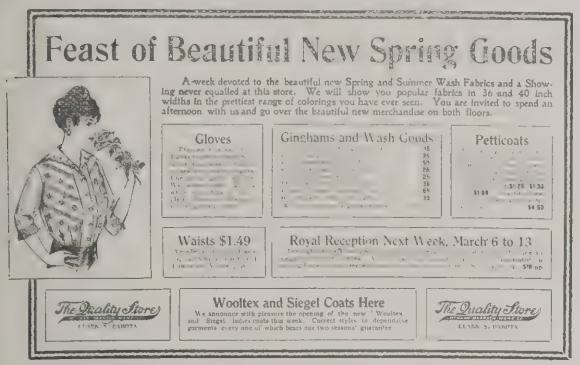

Feast of Beautiful New Spring Goods
A week devoted to the beautiful new Spring and Summer Wash Fabrics and a Showing never equalled at this store. We will show you popular fabrics in 36 and 40 inch widths in the prettiest range of colorings you have ever seen. You are invited to spend an afternoon with us and go over the beautiful new merchandise on both floors.
Gloves
Ginghams and Wash Goods
Petticoats
Waists $1.49
Royal Reception Next Week, March 6 to 13
The Quality Store
Wooltex and Siegel Coats Here
We announce with pleasure the opening of the new Wooltex and Siegel ladies coats this week. Correct styles in dependable garments every one of which bears our two seasons' guarantee
The Quality Store

Exhibit 4

printing the careful consideration, study and practice that I have, and, without meaning to boast, I dare say few men were more naturally endowed with just the talents necessary for success in this sort of work, in which art and utility are combined. But, after all, I am free and sincere when I say here in these advertisements from Brother Chilton (Exhibits 4, 5 and 6) I have three advertisements which in every detail as practical newspaper examples, are absolutely as perfect as I could have made them myself, with the

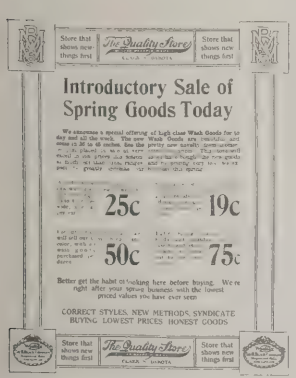


Exhibit 5

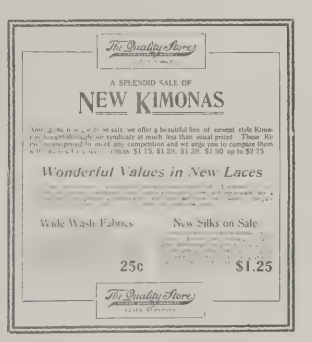


Exhibit 6

same materials. I ask the reader to note the fine degree of simplicity about these ads, in which nevertheless, the compositor has been able to impart a high degree of the beautiful, without resorting to anything grotesque or elaborate, a feat which not everyone who knows how to set type can accomplish. By these three specimens alone Brother Chilton demonstrates conclusively that he is a master in the modern art of printing. I hope he will again favor this department of the National Printer-Journalist with samples of his work—not only once again, but many times. And, by the way of concluding this paragraph, I might remark that Clark, S. D., is indeed fortunate in having two such excellent advertisement builders as Brothers Bast and Chilton. May the best of success ever perch upon their banners.

Oxford Junction, Iowa, April 2, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Friend:—Having been a close follower of your department in the National Printer-Journalist for a number of years, it is with pleasure that I take this opportunity to advise you of the fact that I won first prize at the short course for newspaper men at Ames, Iowa, held the 18, 19, and 20, of March, for the best front page make-up. There were sixty entries in this department. The prize awarded was a gold medal.

Under separate cover I am mailing you a copy of the paper that captured the prize for the state and also last week's issue which contains Editor Kenney's write-up of the big event.

Very truly yours,
HARVEY A. OWEN.

The pleasure I experienced on receiving the news conveyed in the foregoing missive was two-fold; I was happy to learn of the success of a very dear friend, and to know that the ideas of correct front page make-up so long advocated by this department of the National Printer-Journalist and so faithfully adhered to by this brother printer, had been recognized by the judges in the contest at the State College at Ames. Mr. Harvey A. Owen, the winner of this prize, which was a gold medal, is at present foreman and business manager of the Oxford Junction Mirror, of which Frank Kenney is editor and proprietor. When the news came out that the Mirror man had won first prize, Editor Kenney passed the glad tidings on to local readers in a creditable story of nigh a column's length. In the course of this able record of the event, Brother Kenney was kind enough to give the humble writer of these poor paragraphs a portion of the glory, of which he truthfully said: "In this case there's enough for us all." He was careful, however, to take none of the glory himself, which shows how modest he is, and how really worthy of honor Mr. Kenney wrote:

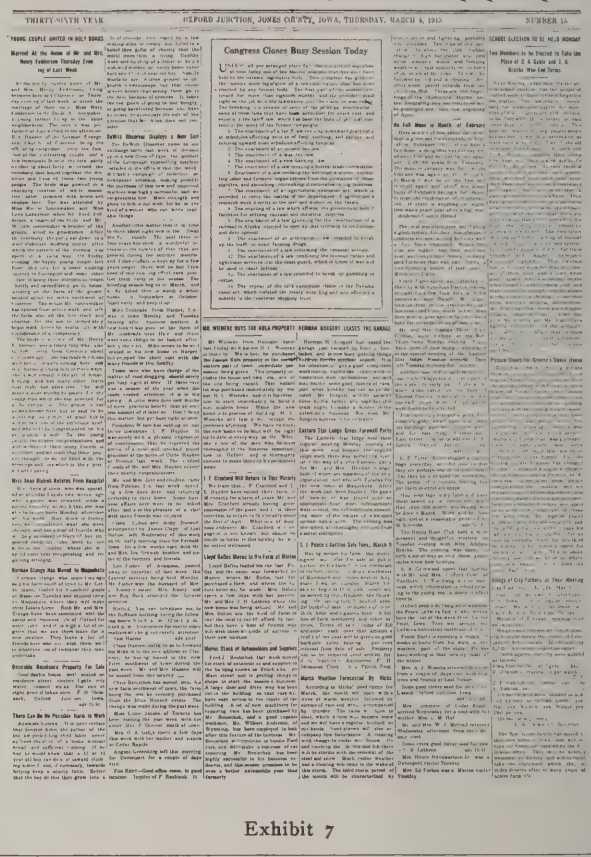
Before we go further, however, we want to tell our readers that none of this honor belongs to the editor himself. In fact, when the Short Course was announced, we paid but little attention to it, but our foreman, Mr. Harvey, Owen, told us that he was "going in to win"—and win he did. Harvey is a disciple of O. Byron Copper, critic for the National Printer-Journalist, he having worked with Mr. Copper at De Soto, Wis., his home town, for some time. Copper is one of those fellows who believes that the front page of a newspaper is for reading matter, and all advertising should be eliminated therefrom. Harvey made up the front page of The Mirror—the issue of March 4th—along these

lines, and submitted the paper in the Short Course contest. The fact that his make-up won first, in a large field of entries, shows that he has learned his lesson well, and to him only is the credit due.

With the instinct of the true newspaper man, Editor Kenney also took advantage of the occasion to add a few thoughts of which a newspaper's constituents should be reminded, from time to time, as follows:

While we are on this subject, it might not be amiss to say a few words for the paper generally. The writer has been piloting the office over the business seas for more than seventeen years. When we took hold of the paper it was an ordinary country weekly. In all lines of endeavor in the past seventeen years there has been progress. The weekly newspaper of today is not to be mentioned in the same breath with the one of twenty years ago. The demands of not only the advertiser but the subscriber have become more exacting. Until a little more than a year ago, we maintained the loss-producing subscription price of $1 per year. On January 1, 1914, our subscription price was raised to $1.50 the year—a figure that should produce a little profit not only for one's labors, but also on the investment made. Today The Mirror office does not contain a single piece of machinery, and none of the type faces that were in the office when we bought it. In other words, we have an entirely new printing office, and an investment three times as great as when we bought it. These changes have taken money to make. At the advanced subscription rate, we realized that our readers would demand more in the way of a newspaper than they did at the $1 rate—and we set out to give it to them. As a sequence of the changed rate, more time, more thought, more energy, more everything has been put into the paper in the past fifteen months than was ever put into it before to our knowledge. We are vain enough to believe that the publication shows an improvement, and we hope that our readers will agree with us in this contention. There is perhaps no institution in any town, aside from its schools, churches and banks, which is a better criterion of that town and its business activities than is a newspaper. We have aimed to make The Mirror a real reflector of Oxford in a business, social and industrial way. Whether we have succeeded or not is left for you to judge. But at any rate, competent make-up men from Des Moines—men who have made a study of newspapers from the appearance of mechanical make-up, have concluded that we had the best looking front page of any smalltown newspaper in Iowa. Personally, we are proud not only of the newspaper which we publish, but of our foreman, Mr. Owen, who has made this winning possible. We would advise that hereafter when you meet him on the street, you give him plenty of sidewalk room, and it might also be proper to tip your hat.

The beautiful front page of the Oxford Mirror on which Brother Owen won his gold medal is reproduced herewith as Exhibit No. 7. When one inspects the delightful balance, the carefully composed heads and the neat treatment in evidence in its every paragraph, he is not surprised that the wise men from Des Moines should have selected this page from a large class of competitors, as the one deserving the first prize. In conclusion, I wish to add that I, like Brother Kenney, am proud of his foreman's success as a printer and newspaper-maker, which I realize has been achieved in



THE OXFORD MIRROR.

THIRTY-SIXTH YEAR. OXFORD JUNCTION, JONES COUNTY, IOWA, THURSDAY, MARCH 4, 1915. NUMBER 15

Congress Closes Busy Session Today

Exhibit 7

spite of many handicaps; for Brother Owen is self-made, without the advantages which have helped many a young man up to the top rounds of the ladder all of us are trying to climb. Harvey Owen has hoed his row alone, and has done well. I am proud of him, and I most heartily congratulated him.

Vici, Okla., April 2, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—About three years ago we sent you a copy of the special Christmas edition of the Vici Beacon, our motto then was, "The Beacon is a Live Wire, but will not Shock You," and you no doubt at this time remember your comment. I was just a beginner at that time, and ever since then I have been a close student of the National Printer-Journalist, and I give it credit for any improvement you may find in the samples of work I herewith enclose. Feel free to criticize in your journal if you care to, I am anxious to learn.

My shop is very poorly equipped, for putting out first-class selections according to your teachings, especially so in complete type series. I like ads built out of one series of type.

Find enclosed some specimen pages from my paper, although they are not all like these, quite, and a sample of my own letterhead.

Very respectfully,

RALPH COCHRAN,

Editor.

Unfortunately, I cannot now recall the nature of my former review of the Vici Beacon, as referred to in the foregoing letter, although I do remember the slogan mentioned. I am

Vici Warehouse Co
Always On The Job
We will pay 1c per bushel more than the local market for wheat on Trades Day
HUNTER'S CREAM FLOUR
J. S. Townsend, Mgr

Vici Wants Your Trade and Friendship
You Are Invited To Attend Our First Trades Day

Bank of Vici
Make this bank your headquarters while in town.
No special inducements but safe and conservative banking principles

Wednesday April 7th

Go to
M. E. Bivens & Co.
For
Hardware, Implements and Furniture
10 percent returned on each $1.00 cash purchase at our store of hardware & furniture
$5.00 in gold to the most newly married couple registering at store Trades Day.

A rebate of 10c for every dollar spent in our grocery section, and a rebate of 15c on every dollar spent in our dry goods section Tr. Day
$10.00 in cash to the man or woman hauling the biggest load of people to our store.
Cuberly Bros.
Sell It For Less

At
The Star Barn
Teams to hay 10c
Teams to grain 30c
on Trades Day
T. C. Ladner, Prop.

See Our Window
20 per cent off on all stock and poultry medicine, hog dip, etc. for this day only
Jerry Dick
PHARMACY

Green Bros.
Produce Company
Will pay 1c per dozen more for eggs and 1c per pound more for chickens on this special day, according to the regular market.

The Firm that Appreciates Your Trade
We will pay 1c per bushel premium on all kafir delivered to us this special day
The Home of Famous Gold Dollar Flour
Farmers Grain & Supply Co.

Go To
Sharp Lumber Co.
For best grades and prices
Call on us Trades Day, let's get acquainted
H. L. Starmer, Mgr.

To emphasize their desire to serve you, Vici merchants are using this page space. This invitation to you to do your selling and buying in Vici, is sincere, and every firm represented herein will make special efforts to see that you are served satisfactorily and squarely.

EVERYBODY

in Vici wants to see you and we will welcome your visits. If not now a patron of Vici, come and see us and let us convince you of our desire to see that you get the best treatment, the best service and the best prices the year around to be had anywhere.

For The Boys
Beginning at one o'clock
Foot race for boys 10 years old or less
50 yard dash, 1st $1.00 2nd 50c
Foot race for 15 years old or less
100 yard dash. 1st $2.00 2nd $1.00
Oldest married couple present $2.00

Free
Auction Sale
Col. E. O. Murlin, Auctioneer
Bring in whatever you might have to sell and get the high $
We Will Expect You

Yes Sir EE'!
ALL prices will be made RIGHT at Harrisons Trades Day
Come in

C O M E

The Vici Beacon
Will give a two years subscription to the Beacon to the family coming the greatest distance to attend Vici's Trades Day
Register at this office

Baby Show at
THOMAS & KEENEYS
The following prizes will be given for the best baby 3 to 6 months old.
1st prize $5.00. 2nd $2.00
3rd $1.00
Register babies ... arriving Show at 4 o'clock p. m.
Special sales on special goods all day.
T. E. Keeney, Manager

Citizens State Bank
Vici Okla.
A good bank in a good town
Make our bank your bank
Visit Us

The Ideal
Meat Market & Grocery
Will give a discount of 10 per cent on every dollar spent with us Trades Day
W. W. Hook

Alva Roller Mills
The Firm With A Reputation
Will pay 1c per bushel more than the local market for all corn delivered to us Trades Day
Headquarters for
Honey Bee Flour

WE WILL GIVE
We will give a premium of $1.00 on every $2.50 spent on shoes
1c per yard on calico
1½c per yard on gingham
20c off on the dollar on all overalls
Massad & Zorba

Visit Our Store
We will give 15 per cent off on everything you buy in our store Trades Day.
Massad Brothers

Do Not Fail to Call on
York - Key
on Trades Day
For your lumber and other building material
Everything under cover
F. E. Mazadon, Local Mgr

Exhibit 8

sorry, however, if I was moved to write anything cruel, even for the sake of wit for, as I look upon these specimen pages of the Beacon, I realize how greatly its makers are handicapped. The specimens to which my attention is called consist of two full-page advertisements, the better of which is shown herewith as Exhibit 8. Taken as a whole, this is not such a bad specimen, and in purpose it is surely worthy of praise. The other advertisement is not so good from a typographical viewpoint. It is unsymmetrical, overdone with brass rule-work, and the panels show poor construction, as evidenced in the gaping corners. The signature is treated wrongly, giving an unsightly aspect. "Vici, Okla." should have been set in a face two sizes smaller and centered under the firm name. While the review of letterheads has no place in these columns of the National Printer-Journalist, I will remark that I consider this of the Vici Beacon much superior, in the main, to the typographical work in evidence in the pages of the sheet itself. The type seems badly worn, however, and there is also evidence of a rough tympan and an inferior grade of job ink. The slogan at the top of this sheet, "An ad in the Beacon is worth two on the fence," is almost if not wholly as good as that other one—"A live wire, but it will not shock you."

✧ ✧

Some several paragraphs above I had occasion to praise the work of S. H. Chilton, Clark, S. D., during which I mentioned also another capable printer of the same place, namely, Brother Roy A. Bast, and here in Exhibit No. 9, I have one of this latter compositor's superb creations, in the shape of a double-page speci-

Mail Orders Promptly and Carefully Filled
The Quality Store
CLARK S. DAKOTA
Write for Samples of New Wash Materials

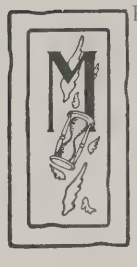
What Our Syndicate Buying Means to Us and to You

Sheets and Pillow Cases for Hotel or Household Use
33 1-3 Pounds of Extra Fine Granulated Sugar $1.00
Beautiful Silk, Voile and Lawn Waists at $1.29
Largest Showing of Wash Fabrics, 36 to 45 in.
Other Bargains
Bedspreads
MUNSING UNION SUITS

Exhibit 9

men. For so ponderous an example, surely, Brother Bast has treated this advertisement in a most creditable and praiseworthy fashion, and I am honestly proud to include it among this month's illustrations, as a model of that which I consider first-class advertisement composition. There is no detail of the work in which this compositor slights anything, and his knowledge of correct spacing and massing is perfect. And this is one of the most important, yet often one of the very last things, a compositor learns. How often have I, as foreman or proprietor, been called to the stand of the apprentice with the request that I show him how to space out his work. He had already set his lines, but when it came to properly spacing these lines out in the allotted space—there's the rub. Once one acquires this secret, the giving of the proper "look" to his work is comparatively easy. And Brother Bast has the secret acquired perfectly, together with a combination of trade knowledge, including correct balance, artistic designing, proper display, uniformity of typography and details, and all of the many finer points which a finished ad compositor must know.

LARGEST CONVENTION IN HISTORY OF A. N. P. A., HELD IN NEW YORK



MEMBERS of the American Newspaper Publishers' Association and of the Associated Press held one of the most notable conventions in the history of the organizations at the famous Waldorf-Astoria, New York, April 20-24.

The meetings were largely attended, total being close to the 400 mark, nearly 250 publishers registering the opening day, and serious attention was given all business considered. An Advertising Bureau was instituted as a regular department of the Association's activities. Resolutions were adopted opposing the use of trading stamps, coupons and premiums in merchandising.

The active membership of the Associated Press now numbers 335, with 32 associate members.

Meetings of the Associated Press

The first in the order of events was the presentation of the annual reports by the Board of Directors and other officials of the Association. Among other observations made in the report of the directors of the Associated Press were these:

"Notwithstanding the embarrassments of the military regulations of the belligerents respecting war correspondents, the rigor of the censorship, the loss of certain lines of cable communication and the generally upset condition of international communications, the service during the eight months of war has been of a character to bring many expressions of appreciation from the membership."

"A thorough investigation of the objects and methods of the Associated Press has been made by the Department of Justice at the instance of a non-member, the result being shown in a decision of Attorney-General Gregory in which the integrity and conduct of the organization were entirely upheld."

"We closed the year with the membership representing 909 papers—340 morning papers, 523 evening papers and 46 Sunday papers—an increase of 14 during the year."

Immediately after adjournment the Board of Directors of the Associated Press met for the election of officers which resulted as follows:

Frank B. Noyes, publisher of the Washington (D. C.) Star, was re-elected president; D. D. Moore, of the New Orleans (La.) Times-Picayune, first vice-president; Benjamin H. Anthony, of the New Bedford (Mass.) Standard, second vice-president; Melville E. Stone was re-elected secretary and general manager, Frederick R. Martin, assistant secretary and assistant general manager, and J. R. Youatt was re-elected treasurer. The following executive committee was appointed: Frank B. Noyes, Victor F. Lawson, Adolph S. Ochs, Charles Hopkins Clark, Charles W. Knapp, W. L. McLean, Charles A. Rook.

President Wilson Delivers Memorable Address

President Woodrow Wilson was the guest of honor at the luncheon Tuesday. The response of the diners to the important points made by the Nation's Chief Executive was quick and generous. The President said in part:

"I am not speaking in a selfish spirit when I say that our whole duty, for the present, at any rate, is summed up in this motto, 'America first.'

"Let us think of America before we think of Europe, in order that America may be fit to be Europe's friend when the day of tested friendship comes. The test of friendship is not now sympathy with the one side or the other, but getting ready to help both sides when the struggle is over.

The Basis of Neutrality

"The basis of neutrality, gentlemen, is not indifference; it is not self-interest. The basis of neutrality is sympathy for mankind. It is fairness, it is good will at bottom. It is impartiality of spirit and of judgment. I wish that all of our fellow citizens could realize that. There is in some quarter a disposition to create distempers in this body politic. Men are even uttering slanders against the United States as if to excite her. Men are saying that if we should go to war upon either side, there will be a divided America—an abominable libel of ignorance.

"America is not all of it vocal just now. It is vocal in spots. But I for one have a complete and abiding faith in that great silent body of Americans who are not standing up and shouting and expressing their opinions just now, but are waiting to find out and support the duty of America. I am just as sure of their solidity and of their loyalty and of their unanimity, if we act justly, as I am that the history of this country has at every crisis and turning point illustrated this great lesson.

No Hampering Ambitions

"Did you ever reflect upon how almost all other nations, almost every other nation, has through long centuries been headed in one direction? That is not true of the United States. The United States has no racial momentum. It has no history back of it which makes it run all its energies and all its ambitions in one particular direction; and America is particularly free in this, that she has no hampering ambitions as a world power."

Spirited discussion marked the Tuesday afternoon session of the Associated Press, the members being divided in their opinions as to the limitation of the hours of service for morning and afternoon papers. The by-law regulating the time for the receipt of dispatches from the Associated Press for morning papers to be at 5 o'clock in the morning and for publication between 11 o'clock at night and 11 in the morning. Afternoon papers may receive news not later than 4 o'clock in the morning and 11 at night. This is with the provision "that the board of directors may authorize that upon extraordinary occasions dispatches may be used in extra editions or for bulletins outside of the hours named."

Many newspapers, evening and morning, have stretched these rules, sending their editions to press at times that interfere, the morning with the evening, and vice versa. Some of the morning newspapers have issued Sunday morning editions so early on Saturday night that they have interfered greatly with the legitimate sales of the evening papers.

The following amendment was adopted:

The time limits for the receipt and publication of news by members shall be (standard time in all cases at the place of publication) as follows: Morning papers to receive not later than 9 A. M. and to publish not earlier than 9 P. M., except that for editions to be circulated only outside of the city of publication not earlier than the following morning, morning papers may publish not earlier than 5 P. M., and that Sunday editions so published may be circulated in the city of publication after 8 P. M., Saturday; afternoon papers to re-

ceive not later than 6 P. M. and to publish not earlier than 9 A. M. The service to afternoon papers between 4 P. M. and 6 P. M. to be of bulletin character; provided, that the Board of Directors may authorize that upon extraordinary occasions the Associated Press dispatches may be used in extra editions or for bulletins outside of the hours named.

A. N. P. A. Meeting

The opening session of the American Newspaper Publishers' Association was called to order Wednesday morning by the President, Mr. Herbert L. Bridgman of the Brooklyn Standard Union. Mr. Bridgman called attention to the fact that newspapers are being harassed by pernicious legislation. On this subject he said:

"Legislation ostensibly designed to reform and correct newspapers, in most cases to restrict and embarrass them, is constantly increasing. Discussion of its merits, if it has any, and motives are beyond the province of these remarks. Newspapers have never yet failed to protect their rights when seriously threatened, nor is it likely that the public, dependent today more than ever on them, will suffer their usefulness to be impaired or independence to be curtailed.

"All other vocations, forgetting their own defects and all that newspapers have done to overlook and cure them, seem to believe that they have a special mission to regulate the press. No one familiar with events needs to be told that the newspapers have amply demonstrated their ability to improve their service, enhance their value and power. Overhead, outside restriction and repression will not only be futile and disappointing but destructive and intolerable."

The remainder of the morning session was taken up with the discussion of topics selected from the list distributed among the members.

The advertising bureau luncheon was held Wednesday noon, at which 150 newspaper men were in attendance. Mr. J. F. MacKay, chairman of the committee in charge of the Bureau of Advertising, was the principal speaker. Mr. MacKay briefly outlined the work being done and said:

"This Association is organized on the broadest basis upon which it is possible for men to coöperate one with another. Even the man who does not contribute one penny to the support of the institution, if he publishes a daily newspaper, receives the benefit of this work just the same as does the man who pays the highest assessment. As "competition" was the dominant note in the business life of the nineteenth century, so "coöperation" is to be the ruling factor in the business life of the twentieth century."

Mr. MacKay was followed by Mr. Wm. A. Thompson, director of the Bureau, who outlined the work being done. A portion of Mr. Thompson's remarks follow:

"The Bureau needs advertising to many of its subscribers as well as to those who ought to subscribe. I wish some genius would arise and show us how we can give our supporters a better idea of what we are accomplishing.

"Too often our light must be hidden under a bushel, simply because so much of our work is of a confidential nature. The dread that the average citizen has of getting into the papers—unless he is a free publicity grafter—seems to pervade the minds of advertisers who are considering campaigns.

"Frequently every publisher in the country knows all about an account long before the Bureau is permitted to divulge the fact that it has been rendering able service developing it.

"If you read the annual report of the Bureau of Advertising—and I hope every man will do this—you will be impressed by two things: first, the extent to which we have succeeded in interesting general advertisers in newspapers; and, second, that the basis for this interest is the concerted effort that you are making through this Bureau. In other words, the things that the Bureau has accomplished have been made possible by the fact that it represents an effort by the newspapers as a whole.

"I think that the thing of most far-reaching importance that we started during the past year was the general movement among newspapers to interest retailers in newspaper-advertised products. As a result of this, retailers in every line in virtually every city of importance in this country—barring a few of the larger communities—are acquiring a more intelligent conception of the advantages to be derived from pushing newspaper advertised products.

"A concerted effort set in motion by the Bureau, and carried out by the newspapers subscribing to it, made this possible.

"The dealer movement has given us a splendid entering wedge solicitation with national advertisers. It gives point to the recognized facts about our medium. It brings home to the general advertiser the pertinent question, 'If you value dealer support, are you going to give the dealer the kind of advertising he wants?'

"From among the many instances of advertising development work done by the Bureau, which you will find in the annual report, I should like to refer to a few cases that illustrate our organization's opportunity to be useful to newspapers in the general advertising field.

"A general advertiser making women's clothing and selling it through one dealer in a city became interested in the possibilities of newspaper advertising and asked us to submit to the Executive Committee of his company a brief to prove that products in kindred lines had been advertised to success through the dailies.

"I believe that no other organization could have served him just as we did, because I think he recognizzed that our advice was uncolored by any bias in favor of one publication or one group of publications over another.

"His advertising is running today in four hundred newspapers, and I don't think it would have been running if there had been no Bureau of Advertising.

"Another advertiser, whose name you all know, was induced to use about a dozen dailies last year. He was influenced to a large degree to make the experiment because of the work newspapers were doing to interest the retailer in newspaper advertised products. He is using close to one thousand newspapers now, and his business is increasing by leaps and bounds.

"Another concern sent for us some months ago and announced that it was discouraged with advertising in general, and that it had cancelled its newspaper contracts. The head of the concern, however, paid us the compliment to say that he wanted our advice because he believed that the breadth of our organization made it possible for us to give him the benefit of unprejudiced suggestions.

"We did many useful things for this advertiser, carried on a long investigation and suggested a complete change in his style of copy. That account is back in the newspapers again and it will amount to more than

$250,000 this year. And in passing I might say that the Bureau of Advertising has spent about $25,000 in the year ended, March 31st. I believe you will agree with me in thinking that it was worth every cent of that $25,000 to save this one account alone—although in the year's effort this was merely a 'drop in the bucket.' * * *

"The eventual hope of the newspaper, from a general business standpoint, lies in concerted effort; in the adoption of fundamental principles that will weld together our highly individualized units into one strong national medium. The principle underlying all the Bureau's work is just this standardization idea. We have been confronted by the need for it at every turn in the two years we have been in existence. The adoption of these fundamental principles will offer the remedy, I am convinced, for every problem that confronts us in the national advertising field.

"If every publisher would realize the part his individual action plays in affecting the business as a whole, we should have no press agents, we should have no bargain-hunting agents, we should not be carrying certain departments at an expense instead of a profit, and there would be fewer advertising failures among national manufacturers.

"The Bureau of Advertising represents a far bigger work than any man or group of men concerned in its administration. It is a movement that will survive in principle long after those of us who are interested in it today are gone, but its continued success depends upon the individual support that it receives from you gentlemen."

Other speakers at the luncheon were Mr. Harry Tipper, President of the Association of National Advertisers; Mr. Richard H. Waldo of the New York Tribune; Mr. M. P. Gould, a New York advertising agent, chairman of the Executive Committee of the New York Advertising Agents' Association; Henry C. Brown, advertising manager of the Victor Talking Machine Company; Lafe Young, Jr., of the Des Moines Capital and William Woodhead, president of the Associated Advertising Clubs of the World.

Wednesday Afternoon Session

The following four topics engaged the attention of the members at the afternoon session:

"What has been the experience of members regarding the advertising of trading stamps, security vouchers and similar trade devices? Have the labor unions objected to such advertisements, and has it led to any complications with advertisers?

"What is the status of legislation in the different States regarding trading stamps? Has any law been passed to stand the test of the Supreme Court? What is the attitude of the home merchants and newspapers?

"In what manner have members dealt with the new form of the trading stamp idea revived on the Pacific Coast and the West, in which is included railroad mileage, theatre tickets and merchandise coupons?

"What has been the final result of the litigation in Salt Lake City to force the newspapers to accept trading stamp advertising?

It was while these topics were being discussed that James Keeley, editor of the Chicago Herald introduced the following resolution which was unanimously passed by the members:

Whereas, The alleged profit distribution coupon plans and similar schemes having obtained such growth and having, in the judgment of merchants, become such a menace to legitimate business that legislation prohibiting the same is pending in various state legislatures, and,

Whereas, In the opinion of close students of economics such schemes are believed to be fundamentally opposed to the growth of trade and the expansion of legitimate business; therefore, be it

Resolved, That the American Newspaper Publishers' Association hereby expresses its belief that the best interests not only of the newspapers of the country, but of all business enterprises, are not served by such methods of exploitations.

Among those who spoke on the resolution were Hilton U. Brown, Jason Rogers, Charles W. Knapp, and Charles W. Knapp and Charles Rosewater.

A resolution presented by the Bureau of Advertising and passed after brief debate provides:

First, that the committee in charge of the Bureau of Advertising be hereafter constituted by the Board of Directors of the American Newspaper Publishers' Association in the same manner as are other standing committees of the Association, making reports from time to time to directors and members.

Second, that the membership of the Bureau of Advertising shall be open to any daily newspaper in the United States, and Canada, and that the funds of the Bureau be separated and distinct from the other association funds.

Third, that the Bureau must at all times be conducted within its own revenue without resort to, or obligation upon, the treasury or resources of the American Newspaper Publishers' Association.

Fourth, that the directors commend to the favorable consideration of the membership of the Association to report to the Bureau, submitted at this meeting, and urge upon all publishers the wisdom of heartily supporting the excellent work of the Bureau in behalf of newspaper advertising.

The Labor Committee also presented to the Convention a "Code for Members" for the purpose of "securing unanimity of action and a uniform standard for administering the mechanical departments of newspapers." There were forty-one sections in the code as originally presented, covering agreements, rights of employes, foremen, reproduction of matter, overtime, luncheon, measurements, apprentices and general provisions. The convention took the code into consideration and it is understood that some changes will be made in it. The revised copy was not made public up to the time of going to press. The morning session adjourned for luncheon at 12:45 P. M.

Representatives of the Typographical Union, the Pressmen's Union and the Stereotypers' Union addressed the convention in the afternoon.

Other Officers are Re-elected—Convention Adjourns

The convention ended with an election of officers. All of last year's officers were re-elected. One change was made in the by-laws of the association, increasing the number of directors from eleven to twelve, and Elbert Baker was elected to fill the newly created office.

The officers re-elected were: President, Herbert L. Bridgman of the Brooklyn Standard-Union; Vice-president, Hopewell L. Rogers of the Chicago Daily News; Secretary, John Stewart Brown of the Richmond News-Leader; Treasurer, Edward P. Call of the New York Journal of Commerce.

The Executive Committee and the Special Standing Committee, which deals with labor troubles and of which H. N. Kellogg is Chairman, were also re-elected,

and L. B. Palmer was continued in office as manager. The Board of Directors, which is composed of the seven members of the Executive Committee and the four officers of the association plus the extra member added yesterday, held its first meeting after the close of the convention, to discuss the work of the coming year.

Two sessions were held instead of one, as had been scheduled, on account of the length of time consumed by discussion of various topics of interest to publishers at the preceding meetings. The business of both sessions was more or less perfunctory. In the morning the discussion on the laxity of the law requiring publishers to make semi-annual statements of their sworn circulation and of the names of owners of stock in their papers was resumed.

More personal experiences with the law in its present form were told at the meeting, and from the trend of the discussion it appeared that the Postoffice authorities in Washington made no effort to enforce truthful statements on these subjects or to punish persons making false reports. No concerted action was taken on the question of whether the united publishers should urge the passage of an amendment to the present law requiring the Government to "investigate these statements and prosecute criminally for perjury publishers who utter false statements. The question was one of those on the program. This matter, it was said, will be left in the hands of the directors or a committee for final decision.

One of the prominent Eastern publishers present said that he personally knew of at least five publishers who had rendered incorrect statements regarding the ownership of their papers. He knew these papers to be owned by lawyers and trust companies, whose names did not appear, he said.

Another subject of discussion brought up at the morning session had to do with Federal legislation. The editor of a paper in New York State said he thought that, in his case at least, one of the postal authorities had made an unfair and arbitrary ruling under the law requiring that reading matter published and paid for for advertising purposes be accompanied with the statement that it was an advertisement, and cited an instance in which he said the matter published was plainly displayed as an advertisement, but in which an assistant postmaster had demanded that the world "advertisement" be published with it.

The publisher of a paper in Oregon complained of a law which had been passed by the Legislature of that State requiring publishers to give politicians or political candidates ten days' notice, during political campaigns, before attacking them in their columns. The auditors were hardly able to believe that such a law could have been passed in any State, and listened in amazement as the speaker described some of the experiences of Oregon publishers after the Legislature had made this attempt to muzzle the press.

John Stewart Bryan, Secretary of the Association, offered a resolution at the afternoon session expressing sympathy for the families of members who had died during the year. It was passed unanimously.

Other topics which had been scheduled in the program were left over for the Directors and for committees.

Those Attending Convention

Among those attending the convention were:

Albany Knickerbocker Press—Lynn J. Arnold.
Allentown Call—D. A. Miller.
Altoona Times—A. H. Leopold.
Amsterdam Recorder—Wm. J. Kline, Gardiner Kline.
Asbury Park (N. J.) Press—J. L. Kinmouth.
Atlanta Constitution—Jas. R. Holiday, Clark Howell.
Atlanta Georgian—G. M. Kohn.
Baltimore Sun—Paul Paterson.
Bangor Commercial—J. P. Bass.
Batavia (N. Y.) News—G. F. Griswold.
Beaumont Journal—C. L. Shless.
Beaver (Pa.) Times—John L. Stewart.
Birmingham Age-Herald—E. W. Barrett.
Birmingham News—Frank P. Glass, Victor H. Hansen.
Bloomington Pantagraph—C. C. Marquis.
Boston Globe—Gen. Chas. H. Taylor, Chas. H.Taylor, Jr.
Boston Post—C. Geo. Krogness.
Boston Transcript—W. F. Rogers.
Bradford (Pa.) Era—J. W. Milligan.
Brooklyn Eagle—Herbert F. Gunnison, E. G. Martin.
Brooklyn Standard Union—H. L. Bridgman.
Buffalo News—E. H. Butler.
Burlington (Vt.) Free Press—W. B. Howe.
Charleston News & Courier—Robert Lathan.
Chattanooga Times—H. C. Adler.
Chicago Daily News—Hopewell Rogers, J. B. Woodward.
Chicago Evening Post—John C. Shaffer, David E. Town, Carroll Shaffer.
Chicago Herald—James Keeley.
Chicago Tribune—William H. Fields.
Cincinnati Enquirer—Ed Flicker.
Cincinnati Post—W. H. Hoffman.
Cincinnati Times-Star—C. H. Rembold.
Cleveland Leader and News—Geo. F. Moran, J. A. Nevins.
Cleveland Plain Dealer—Elbert H. Baker, G. M. Rogers, W. G. Chandler.
Columbia State—A. E. Gonzales.
Corning (N. Y.) Leader—J. F. Ralfe, E. S. Underhill.
Cortland (N. Y.) Standard—W. H. Clark.
Dallas News and Journal—J. D. Lorentz.
Dallas Times Herald—E. J. Kiest.
Danville Commercial News—J. H. Harrison.
Davenport Times—E. P. Adler.
Des Moines Capital—Lafayette Young, Jr.
Des Moines Register and Leader—Gardner Cowles.
Detroit Free Press—W. H. Pettibone.
Detroit News—Ralph Booth, E. G. Pipp.
Duluth Herald—A. C. Weiss.
Duluth News Tribune—M. Bunnell.
East Liverpool Review—Oliver I. Jones.
Elizabeth (N. J.) Journal—A. S. Crane.
Elmira Star-Gazette—E. N. Davenport.
El Paso Times—Wyche Greer.
Erie Times—John J. Mead.
Eugene (Ore.) Guard—E. J. Finneran.
Evansville Courier—P. P. Carroll.
Flint Journal—C. M. Greenway.
Fort Smith Southwest American—P. M. Walker.
Fort Worth Star-Telegram—A. G. Carter, L. J. Wortham.
Galveston News—J. D. Lorentz.
Geneva Times—W. A. Gracey, G. V. Williams.
Grand Rapids Press—Edmund W. Booth.
Grand Rapids News—A. P. Johnson.
Greensboro (N. C.) News—E. B. Jeffress.
Hamilton (Ont.) Spectator—G. H. Southam, J. R. Allen.
Hamilton (Ont.) Times—J. M. Eastwood.
Hannibal (Mo.) Courier-Post—W. J. Hill.
Hartford Courant—Charles H. Clark.
Hartford Times—C. P. Chamberlin, J. E. Welch.
Haverhill Gazette—R. L. Wright.
Houston Chronicle—Marcellus E. Foster.
Houston Post—R. M. Johnston.
Hutchinson (Kan.) News—W. Y. Morgan.
Indianapolis News—Hilton U. Brown.
Indianapolis Star—B. F. Lawrence, F. B. Warren.
Jackson Patriot—Milo F. Whittaker.
Jacksonville Metropolis—R. S. Carver.
Jamestown (N. Y.) Journal—Frederick P. Hall.
Kansas City Post—J. H. Smyth.
Kingston Freeman—Jay E. Klock.
Knoxville Sentinel—Curtis B. Johnson.
La Crosse (Wis.) Tribune—F. H. Burgess.
Lansing State Journal—Charles M. Halsted, E. Richardson.
Lincoln State Journal and News—J. C. Seacrest.
Louisville Courier-Journal—Bruce Haldeman.
Louisville Post—Louis C. Humphreys, W. W. Stauffer.

Louisville Times—W. B. Phillips.
Lowell Courier-Citizen—P. W. Riley, W. R. Riley, S. F Whipple.
Lynn Item—C. H. Hastings.
Macon News—R. L. McKenney.
Madison Democrat—O. G. Brandenburg.
Martinsburg (W. Va.) Journal—Max von Schlegell.
Meriden Journal—F. C. Sands.
Meriden Record—E. E. Smith.
Middletown (N. Y.) Times-Press.
Milwaukee Germania—William C. Brumder.
Milwaukee Journal—Herman Black, W. S. Jones.
Milwaukee Sentinel—John Poppendieck.
Milwaukee Germania Abendpost—W. C. Brumder.
Milwaukee Wisconsin—J. W. Campsie.
Minneapolis Tribune—Gerald Pierce, W. L. Halsted.
Mobile Register—Frederick I. Thompson.
Montreal La Patrie—Eugene Tarte.
Montreal La Presse—H. A. Robert.
Montreal Star—W. S. Marson.
Montreal Le Devoir—J. N. Chevrier.
Muscatine (Ia.) Journal—F. D. Throop.
Nashville Banner—Edgar M. Foster.
Nashville Tennessean and American—J. H. Allison.
New Bedford Standard—Benj. H. Anthony, James T. Munsey, George A. Hought.
New Haven Register—John D. Jackson.
New Haven Union—Alexander Troup.
New London Telegraph—C. H. Thompson.
New Orleans Item—James M. Thomson, Arthur G. Newmyer.
New Orleans Daily States—Robert Ewing.
New Orleans Times-Picayune—D. D. Moore.
Newark (O.) Advocate—C. H. Spencer.
New York Deutsches Journal—George J. Auer, E. P. Wolf.
New York Globe—Jason Rogers, G. Franklin Bailey.
New York Journal of Commerce—A. W. Doddsworth, E. P. Call.
New York Mail—J. C. Cook.
New York Post—E. M. Scholz.
New Yorker Staats-Zeitung—Victor Ridder.
New York Sun—J. A. Seavey, T. B. Spencer.
New York Times—Louis Wiley, A. S. Ochs.
New York World—Don C. Seitz.
Newark (N. J.) News—Charles F. Dodd.
Newark Star—H. J. Auth, G. B. Smith.
Newark Call—Louis Hannoch.
Norfolk (Va.) Ledger Dispatch—P. S. Huber.
Norfolk News—N. A. Huse.
Norwich (N. Y.) Sun—W. H. Clark.
Oakland Tribune—J. F. Conners.
Oil City (Pa.) Derrick—P. C. Boyle.
Omaha Bee—C. C. Rosewater, Victor Rosewater.
Oshkosh Northwestern—O. J. Hardy.
Ottumwa Courier—James F. Powell.
Paterson Guardian—H. L. Berdan.
Peoria Journal—H. M. Pindell.
Philadelphia Bulletin—W. L. McLean.
Philadelphia Press—Samuel S. Meek, H. B. Lasher.
Philadelphia Public Ledger—J. C. Martin, H. Burke.
Philadelphia Record—M. F. Hanson.
Pittsburg Chronicle-Telegraph—George S. Oliver.
Pittsburg Dispatch—Charles A. Rook.
Portland (Me.) Evening Express—W. H. Dow.
Portland Oregonian—E. E. Pape.
Providence Journal—J. A. Rathom, G. E. Buxton, Jr., W. G. Roelker.
Providence News—D. Russell Brown.
Providence Tribune—D. R. Brown, M. S. Dwyer.
Raleigh News and Observer—W. H. Bagley.
Raleigh Times—J. A. Park.
Reading Eagle—John W. Rauch.
Richmond News Leader—Robt. B. Jones, J. S. Bryant
Rochester Union and Advertiser—W. J. Curtis.
Rockport (N. Y.) Journal—F. C. Steven.
Rome (N. Y.) Sentinel—A. R. Kessinger.
Rutland Herald—H. L. Hendley.
St. John (N. B.) Telegraph and Times—Ralph Watts.
St. Joseph News-Press—Dean Palmer, Louis T. Golding, C. M. Palmer.
St. Louis Globe-Democrat—E. Lansing Ray, J. St. John Richards.
St. Louis Republic—C. W. Knapp.
St. Louis Star—Ed S. Lewis.
St. Paul News—L. V. Ashbaugh.
Sacramento Bee—V. S. McClatchy.
Salem (O.) News—L. H. Brush.
Salt Lake Desert News—H. G. Whitney.
Salt Lake Herald-Republican—E. H. Callister.
Salt Lake City Tribune—A. N. Kay.
Sandusky Register—E. H. Mack.
San Francisco Bulletin—R. A. Crothers.
San Francisco Chronicle—M. H. de Young.
Saratoga Springs Saratogian—John K. Walbridge.
Savannah News—F. G. Bell.
Scranton Times—Edward J. Lynett.
Seattle Post-Intelligencer—Scott C. Bone.
Seattle Times—A. J. Blethen.
Shreveport Times—Robert Ewing.
Spokane Spokesman-Review—W. H. Cowles.
Springfield (Ill.) State Journal—Lewis H. Miner.
Springfield (Ill.) Register—Thos. Rees.
Springfield (Mass.) Republican—Richard Hooker, A. H. Yunker.
Springfield (Mass.) Union—J. D. Plummer.
Springfield (Mo.) Leader—Harry S. Jewell.
Syracuse Post-Standard—W. E. Gardner, J. D. Barnum.
Tacoma Ledger and News—S. A. Perkins.
Tacoma Tribune—F. S. Baker.
Taunton Gazette—W. H. Reed.
Terre Haute Star—Jas. A. Harvey.
Terre Haute Tribune—A. C. Keifer.
Topeka Journal—Frank P. MacLennan.
Toronto Globe—J. F. MacKay.
Toronto Telegram—N. T. Bowman, J. Ross Robertson.
Toronto News—Sir John Wilkinson, S. Frank Wilson, E. L. Wilson.
Toronto Mail and Empire—J. T. Douglas.
Toronto World—W. N. Wilkinson.
Toronto Star—J. E. Atkinson, W. C. Harris.
Troy Record—D. B. Plum.
Tulsa (Okla.) World—C. E. Dent.
Utica Observer—Prentiss Bailey.
Utica Press—W. V. Jones.
Washington Post—A. D. Marks.
Washington Herald—Clinton T. Brainard.
Washington (Pa.) Observer and Reporter—John L. Stewart.
Washington Star—Frank B. Noyes, Fleming Newbold.
Waterbury Republican—Wm. J. Page.
Wausau Record-Herald—J. S. Sturtevant.
Westerly (R. I.) Sun—G. B. Utter.
Wheeling Register—William L. Brice.
Williamsport Grit—D. Lemade.
Wilmington Every Evening—Wm. F. Metten.
Wilmington News—Edgar L. Haynes.
Worcester Gazette—Geo. F. Booth.
Worcester Post—J. H. Fahey.
York Dispatch and Daily—Wm. L. Taylor.
Youngstown Telegram—Samuel G. McClure.
Zanesville Times-Recorder—W. O. Littick.

Among Others Attending

Lorenzen, A. F. (Chicago Office Cone, Lorenzen & Woodman.)
Woodman, J. E. (Chicago Office Cone, Lorenzen & Woodman.)

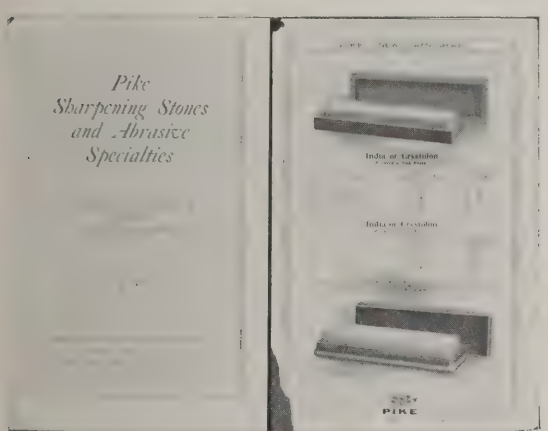
Ideal New California Residence

Home of Mrs. E. J. Hodgson of La Mesa, Calif., formerly of Red Wing and St. Paul, Minn.

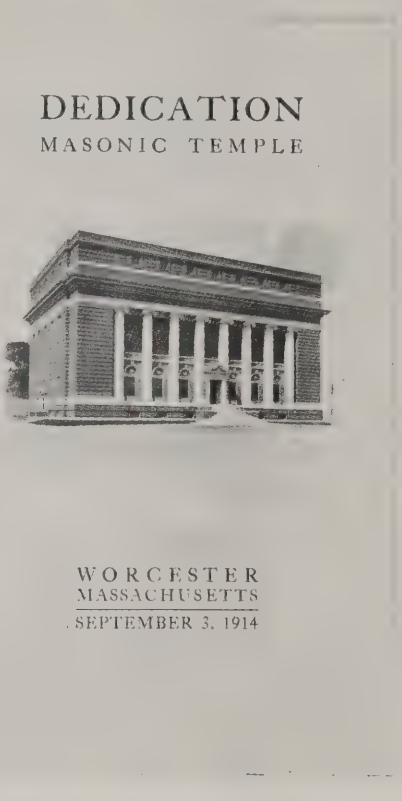
REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, Box 321, Chicago.

THERE are some printers who would not believe that such a lot of uniformly excellent printing could come in one bunch from one establishment as that which is before me from the Commonwealth Press, Worcester, Mass., and sent in by Mr. E. H. March, vice-president of that company. There is one thing which sticks out all over this work, and that is that the Commonwealth Press is doing printing for people with whom price is a secondary consideration. They are people, very evidently, who insist on having results and are willing to pay to get them. It would be difficult, for instance, to find anything handsomer in the catalog line than the one for the Pike Manufacturing Com-



any. The half-tones are printed in black and the plates and border in olive green, with the type in many cases extending into the vignette of the half-tone, giving an effect which could not be excelled. The title page is also worked over a half-tone background. It would have been an attractive title in a single printing, but with this added effect it is simply captivating. Then there is the book of the Osgood-Bradley Building. I confess I was a little bit surprised to see the India tint stock, printed in black and orange, inside the blue cover; but I am reconciled to it and am willing to call it good. I am showing a right-hand and left-hand page, the one with illustration, the other with text matter. I like the planning of both pages, except that on the illustration pages, where a short line occurs in the caption to the lower illustration, I would have had this line up next to the cut, giving a better finish and corresponding exactly with the one above. This would do away also with the paragraph effect, which is not necessary, and in fact rather out of place. With the wording placed as I have suggested, the caption would be much more

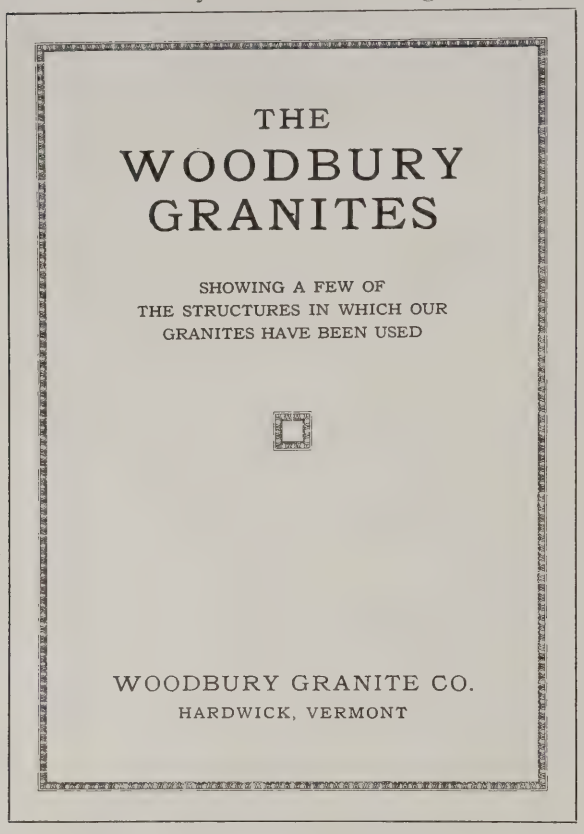


closely associated with the illustration.

A more harmonious choice of color, to my way of thinking, is the booklet for the dedication of the Worcester Masonic Temple. I think this proves what I have always believed—that there is nothing better than a good white, glossy-coated paper to put inside a blue cover. In this particular case, the light-blue lithotint border still farther carries out the harmony. On the title page, I consider that the engraver

has given the illustration rather too bold a treatment; I feel that it could well have been softened down a little.

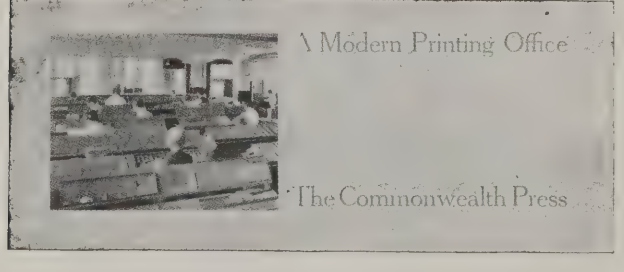
The Woodbury Granite catalog is my idea



of harmony in the use of India tint stock. I also commend the title page of this booklet to the careful study of printers who read this department. The egg-and-dart border around it has seen considerable use, so that it shows a lack of uniformity, but otherwise the page is an excellent one. Note particularly the use of a square of the border for an ornament in the center of the page.

✧ ✧

But time would fail me to tell of all the beauties on this bunch of work. I am right now taking pleasure in looking over the Blotters which came with the rest of the bunch, each of these having an illustration of some part of



the Commonwealth Press Shops. It is a pleasure to see in this way the place where this work comes from, and to get even that much acquaintance with the people who are doing it.

Another title page which I desire to commend is that of the book for the Sturtevant Mill Company, which I am also showing; but something which will probably not show in the reproduction is a very lightly printed half-tone

background which holds the page together. This same background is used on all the pages in the catalog, giving them the uniformity which would otherwise be lacking, with their odd assortment of cuts of different sizes and finishes, and the varying amount of matter on the different pages.

✧ ✧

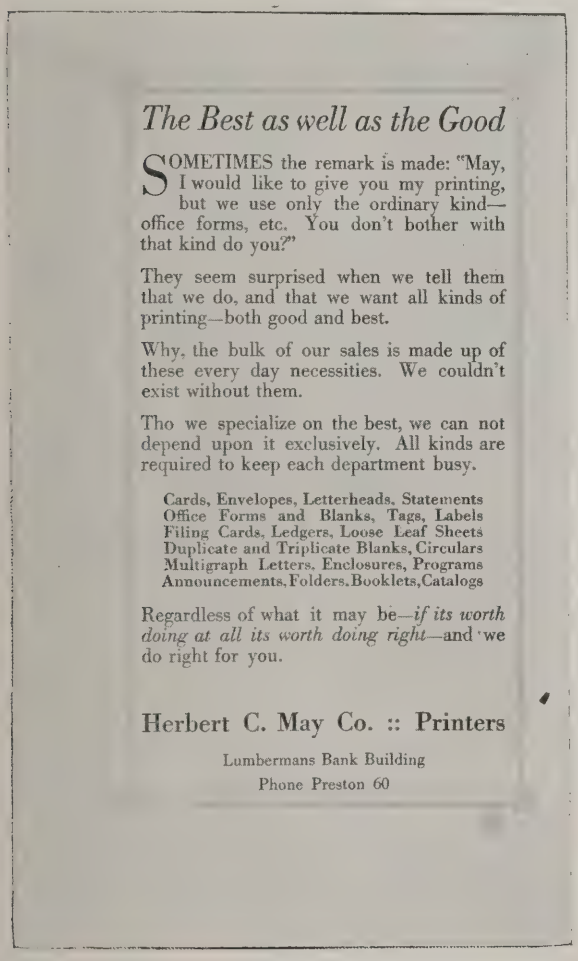
It is a forceful though not very elegant expression to characterize anything which is notable for its distinctness as standing out like a thumb. Possibly I ought to try to think of some other expression, but this is the first one which comes to me in reference to some work sent in by L. B. Boke, foreman on the Berrien County Journal, Eau Claire, Mich. Eau Claire is, by the way, characterized as the biggest little town in Michigan, and judging from the printing which has come in from the Journal office, I should not be surprised if this office had not a good deal to do in putting the town on the map.

It is a never-ending source of wonder to me how two printers, given the same kind of paper and the same type and presses, will produce entirely different results. This work, every bit of it, looks as though it had been printed from type which had never been on the press before. I will say, however, that I do not quite like the

letterhead, for Hope Hospital and Will Burke, as there seems to be scarcely sufficient contrast between the paper and the printing. There is a suspicion also that the ink is a different "species" of brown—if I may use the term—from the brown of the paper, having in it perhaps a little too much of the suggestion of red.

✧ ✧

Herbert C. May is a good printer and has some forcible and direct ideas on advertising his own business. Both of these propositions are attested by a little booklet which he has just sent me. One would suspect from the quality of this work that he is good enough a printer to spread his reputation beyond the limit of his own town; yet one would suppose that he did not think so himself, for it is only by referring to some of the other matter which came with his booklet that I find he is located in Houston, Texas; his booklet itself merely locates him in the Lumbermen's Bank Building, which does not mean much to me at this distance away. The booklet is a beautiful thing, however, being very carefully printed and each page having a delicate heliotrope border. I am



The Best as well as the Good

SOMETIMES the remark is made: "May, I would like to give you my printing, but we use only the ordinary kind—office forms, etc. You don't bother with that kind do you?"

They seem surprised when we tell them that we do, and that we want all kinds of printing—both good and best.

Why, the bulk of our sales is made up of these every day necessities. We couldn't exist without them.

Tho we specialize on the best, we can not depend upon it exclusively. All kinds are required to keep each department busy.

Cards, Envelopes, Letterheads, Statements
Office Forms and Blanks, Tags, Labels
Filing Cards, Ledgers, Loose Leaf Sheets
Duplicate and Triplicate Blanks, Circulars
Multigraph Letters, Enclosures, Programs
Announcements, Folders, Booklets, Catalogs

Regardless of what it may be—*if its worth doing at all its worth doing right*—and we do right for you.

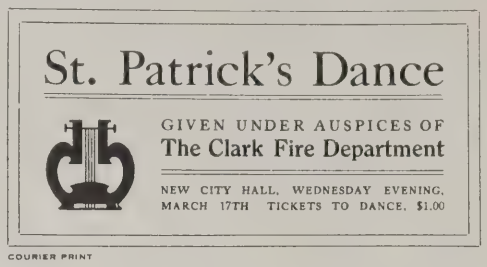
Herbert C. May Co. :: Printers

Lumbermans Bank Building
Phone Preston 60

reproducing one of the pages, both for its artistic value and for its sales talk.

✧ ✧

S. H. Chilton, of Clark, S. D., sends in a very appropriate and well rendered ticket for a St. Patrick's dance. The reader can see at once



St. Patrick's Dance

GIVEN UNDER AUSPICES OF
The Clark Fire Department

NEW CITY HALL, WEDNESDAY EVENING, MARCH 17TH TICKETS TO DANCE, $1.00

COURIER PRINT

in the reproduction the appropriateness of the card as an ornament. Unfortunately he cannot, however, see the emerald green in which the original was printed. There seems to be slightly too much margin between the top line and the rule border above it.

✧ ✧

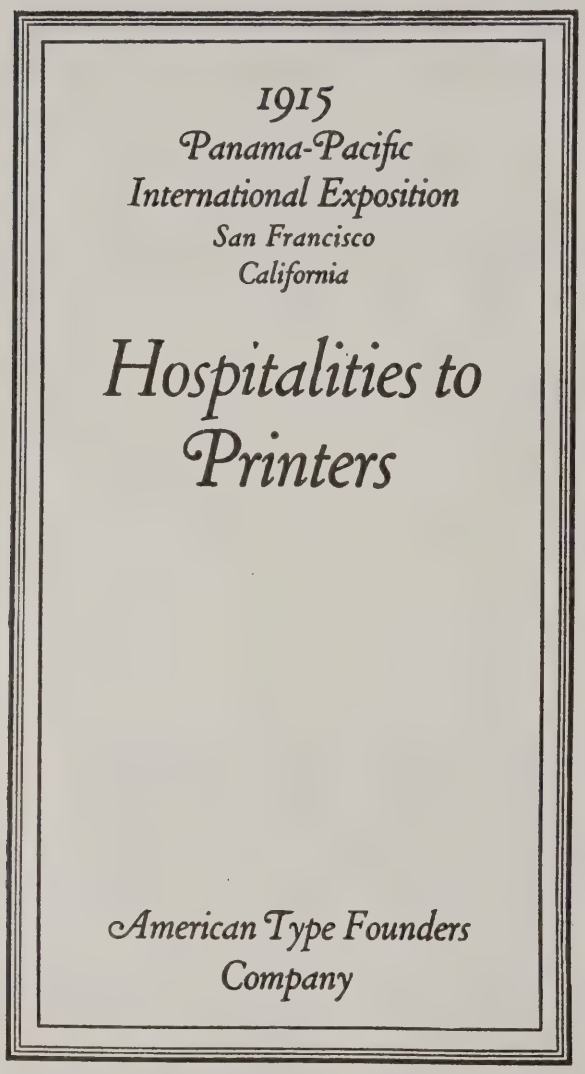
The poster stamp seems to have come to stay. I have received from the W. Knowles Company, of Cincinnati, a set of stamps used

for advertising their own business, which is here shown.

✧ ✧

The American Type Founders Company sends out a little folder printed in Cloister italic, extending a cordial invitation to the printers of the world to avail themselves of the special facilities arranged for their convenience by the San Francisco house of the American Type Founders Company, of which John S. Pinney is manager. It is stated that Mr. Pinney and his staff have made arrangements to receive

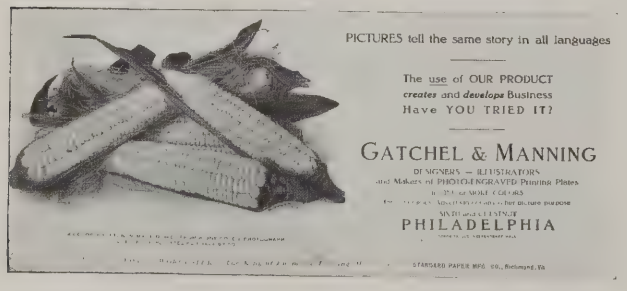
and forward letters and telegrams, advise regarding apartment and hotel accommodations, store surplus baggage, arrange routes in city



and state, and in general to demonstrate their goodwill and desire to be helpful to all printers.

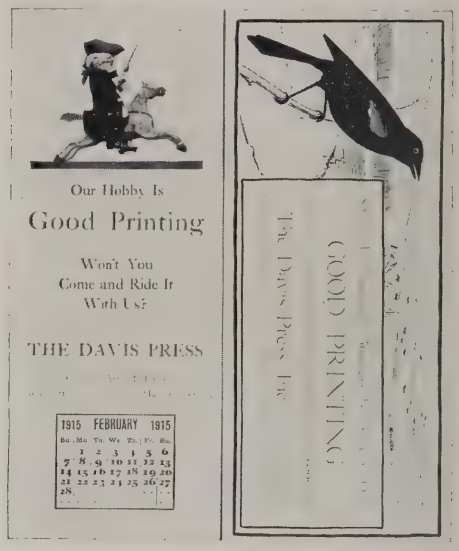
✧ ✧

Speaking about blotters; here are some more from Gatchel & Manning, of Philadelphia.


PICTURES tell the same story in all languages
The use of OUR PRODUCT
creates and develops Business
Have YOU TRIED IT?
GATCHEL & MANNING
PHILADELPHIA

Quite an extensive series of these blotters were gotten out by these people, each one containing a four color half-tone plate, made direct from a one-color photograph.

I think a bird much more nearly approaching a robin in appearance could well have been used on the March blotter for the Davis Press, Worcester, Mass.; but, goodness! if you want to find out what a lot of poor artists there are in the world, just start out to get a little bit of



drawing done. The illustration on the other blotter which is shown herewith is not only a much better piece of work, but more appropriate to the subject.

✧ ✧

It is some time since St. Valentine's day; nevertheless I have only recently come into possession of an unique little valentine from Burlington, Kansas. I think about all that it will be necessary for me to do will be to reproduce the valentine and then introduce a clipping from a Burlington newspaper which came along with it. Here it is:

UNIQUE VALENTINE FROM MOST EASY BUDD

Notable among the valentines received in Burlington this year is the unique creation sent out by Mr. and Mrs. Most Easy Budd of the Republican office. The valentine shows the entwining hearts in red upon which appears excellent silhouette photographs of each of them. The reading matter under the pictures, however, is libelous, and no one would even think of it, let alone say it, but Budd himself. Under Mrs. Budd's face appears Kipling's "A rag, a bone, and a hank of hair," while under the face of Most Easy is his own paraphrase, "A jag, a drone, a tank of air." At the top of the valentine is the label, "A Couple of Throbs from Redmond's Printery," and at the bottom, "Two Souls with Butter Single Tho't—Printing." Budd is one of the best known printers in the United States and his unique creations excite comment wherever the trade papers circulate. His characterization of himself as a jag, a drone, a tank of air, is eminently unfair for a man who puts in all of his waking time on the job, scarcely taking an hour a day for his three meals, while Mrs. Budd is one of The Republican's valued employes, attending to her home duties in the mornings and running the Model

K Linotype afternoons. The valentine is one which all who received will prize highly.

Relative to the half-tone reproduction, which

A Couple o' Throbs from Redmond's Printery
"A rag, A bone and A hank of hair"
A jag, A drone. "A tank of air.
Two souls with "butter" single tho't—Printing
Burlington, Kansas
February 14
1915

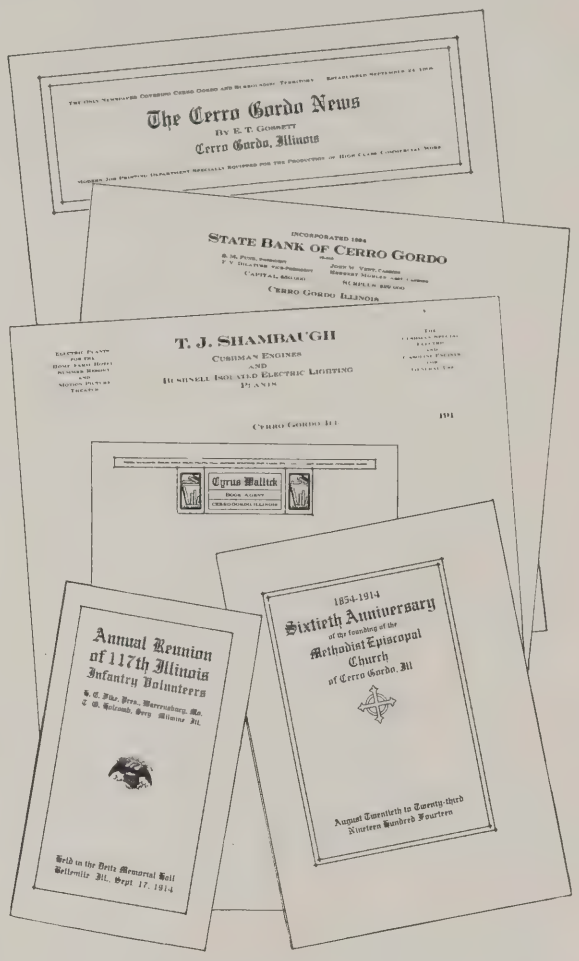
is not made as yet, so that I do not know just how it will work out, it should be said that the hearts are in red with the silhouettes on them in black. By all the laws of photography, so far as I know, these two colors are likely to come out the same, so that possibly the faces cannot be distinguished at all.

Dear Sir:—Your kind letter of the 9th instant received. I shall be glad for any criticisms on my work, and if my specimens will be an inspiration for other printers, I shall gladly send them. Under separate cover I am sending a few specimens for your department.

For the last five years I have been working in the office of the Cerro Gordo News, but will leave here this week. Monday I start with the Wagoner Printing Co., at Galesburg, Ill., as job compositor. As opportunity affords I will send you more specimens.

Yours very truly,
WALTER WALLICK.

I note that you are sticking very closely to two faces of type. These are good ones for the purpose, to be sure, and if an office is to have but two faces, no better selection could probably be made; but it will be necessary to get some variation from these. The Cyrus Wallick notehead is a unique thing, with a decidedly bookish flavor. The first page of the reunion folder would have been much better with the names of the officers and the two lines at the bottom set in some type other than the text. Much of your work shows that you have not



quite mastered the principles of suitable spacing between lines. But taken as a whole your work pleases me, for I seem to see behind it a determination to succeed.

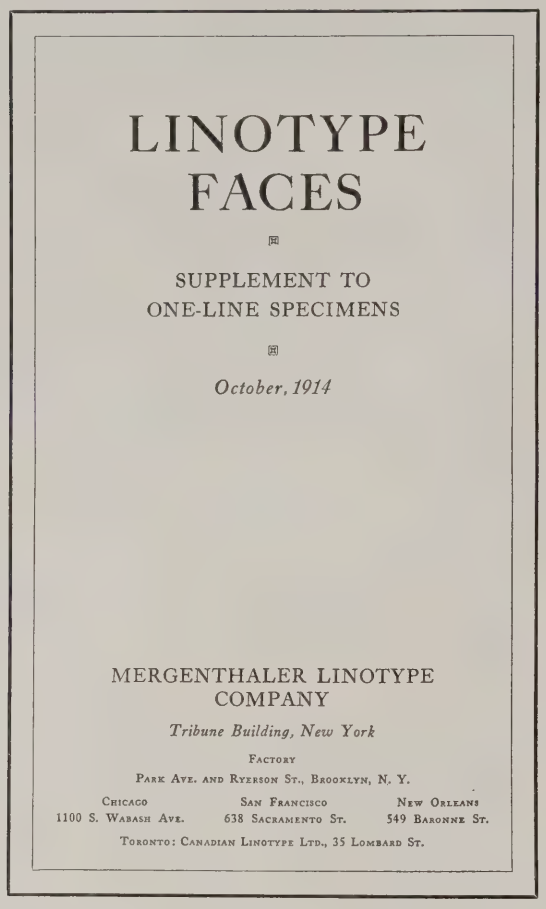
✕ ✕ ✕

L. N. Cashion, Winston-Salem, N. C., sends two letterheads on which he asks criticism. They are both of them theatrical letterheads, and it seems that theatrical people have a liking for inks which have very little body to them, at least lots of theatrical printing (of stationery, at least), while being in big type and none too well displayed, is printed in thin and often sloppy ink. I do not like the green which Mr. Cashion has used, especially on the letterhead on which it is the only color. On the other one, where used as a subsidiary color, it is better.

✧ ✧

From a recent catalog of Linotype faces sent me by the Mergenthaler Linotype Company,

I take this title page, which was itself set on the Linotype. The oldtime printer used to



LINOTYPE FACES

SUPPLEMENT TO ONE-LINE SPECIMENS

October, 1914

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

FACTORY

PARK AVE. AND RYERSON ST., BROOKLYN, N. Y.

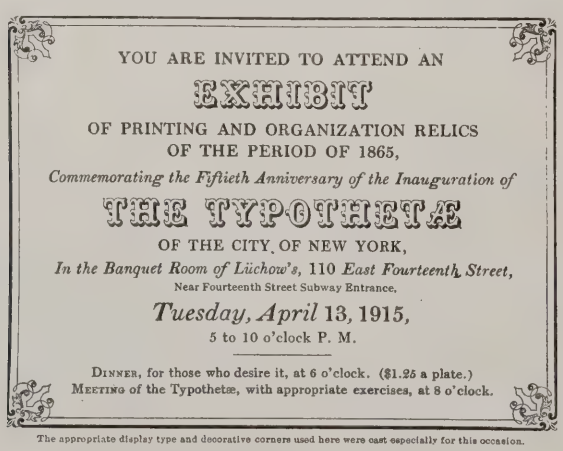
CHICAGO 1100 S. WABASH AVE. | SAN FRANCISCO 638 SACRAMENTO ST. | NEW ORLEANS 549 BARONNE ST.

TORONTO: CANADIAN LINOTYPE LTD., 35 LOMBARD ST.

remark, "Well, no machine can set up jobwork, anyway," but it seems to be doing it all right.

✧ ✧

Here is an invitation which I was pleased to receive and was only sorry that it was not possible for me to attend. It will be noted that



YOU ARE INVITED TO ATTEND AN

EXHIBIT

OF PRINTING AND ORGANIZATION RELICS OF THE PERIOD OF 1865,

Commemorating the Fiftieth Anniversary of the Inauguration of

THE TYPOTHETÆ

OF THE CITY OF NEW YORK,

In the Banquet Room of Lüchow's, 110 East Fourteenth Street,

Near Fourteenth Street Subway Entrance.

Tuesday, April 13, 1915,

5 to 10 o'clock P. M.

DINNER, for those who desire it, at 6 o'clock. ($1.25 a plate.)

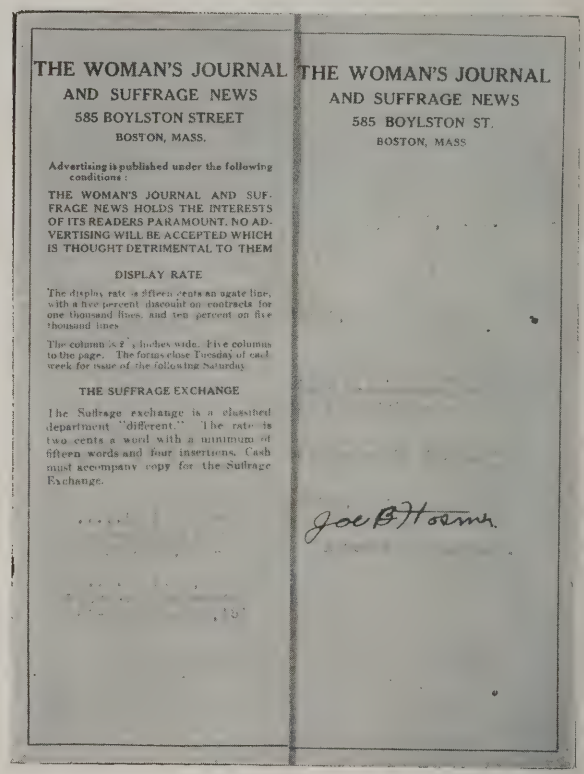
MEETING of the Typothetæ, with appropriate exercises, at 8 o'clock.

The appropriate display type and decorative corners used here were cast especially for this occasion.

an attempt has been made to give the invitation a typographic appearance of the period covered by the exhibit. Very likely the reproduction will be too small to allow the reader to get the small line at the bottom. It states that the type and decorative corners used on the card were cast especially for this occasion. The card is printed in red.

✧ ✧

Here is a new idea in a letterhead, sent me by Mr. Joe B. Hosmer, advertising manager for the Woman's Journal, Boston, Mass. The sheet is 9 inches wide, but has a border which brings it down to note size, leaving a 3-inch flap to the left which turns over after the letter



THE WOMAN'S JOURNAL AND SUFFRAGE NEWS
585 BOYLSTON STREET
BOSTON, MASS.

Advertising is published under the following conditions:

THE WOMAN'S JOURNAL AND SUFFRAGE NEWS HOLDS THE INTERESTS OF ITS READERS PARAMOUNT. NO ADVERTISING WILL BE ACCEPTED WHICH IS THOUGHT DETRIMENTAL TO THEM

DISPLAY RATE

The display rate is fifteen cents an agate line, with a five percent discount on contracts for one thousand lines, and ten percent on five thousand lines.

The column is 2" inches wide. Five columns to the page. The forms close Tuesday of each week for issue of the following Saturday.

THE SUFFRAGE EXCHANGE

The Suffrage exchange is a classified department "different." The rate is two cents a word with a minimum of fifteen words and four insertions. Cash must accompany copy for the Suffrage Exchange.

THE WOMAN'S JOURNAL AND SUFFRAGE NEWS
585 BOYLSTON ST.
BOSTON, MASS

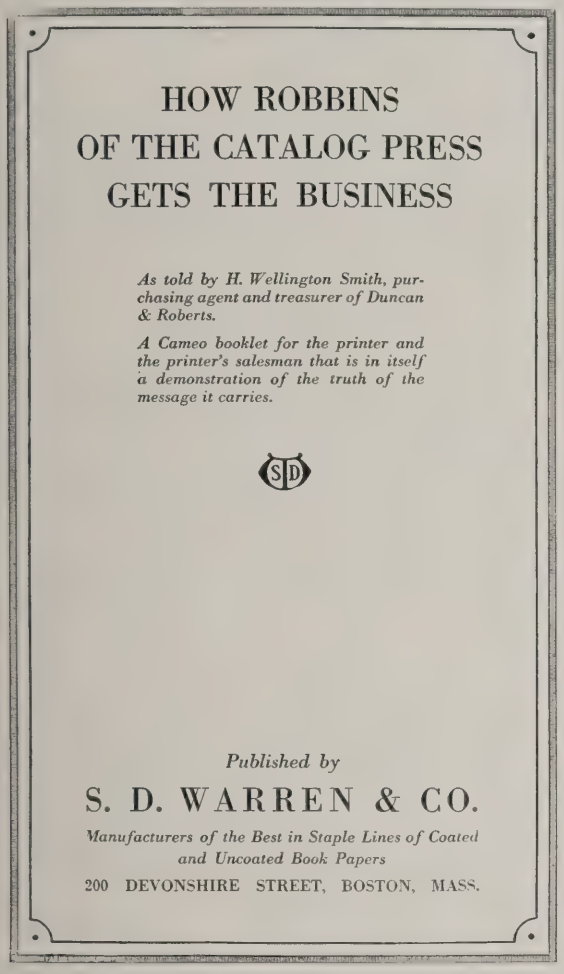
Joe B Hosmer

is written, and with a rule border which joins the border of the main part of the sheet. It isn't a bad idea, just for a novelty.

✧ ✧

A calendar which has for its title "The University of Missouri Month by Month," is published by that progressive institution at Columbia, Mo. A copy is furnished this department by Mr. Hugh Mackay, University publisher, who pleads guilty to the plan and design of the work. The matter was written by Mr. C. N. Elliott, assistant publisher. On each page of the calendar a separate department or activity of the University is treated. It just happens that the page for May is devoted to the School of Journalism, and as this review which I am writing will probably appear in the May issue of the National Printer-Journalist, it will be appropriate in every way to tear off the calendar at this page.

Here is the title page of a little booklet sent out by the well known manufacturers of Warren's cameo paper. The booklet itself is attractive, interesting and contains a most enlightening little talk on salesmanship, and the lay-out of effective printing. I presume that



HOW ROBBINS
OF THE CATALOG PRESS
GETS THE BUSINESS

As told by H. Wellington Smith, purchasing agent and treasurer of Duncan & Roberts.

A Cameo booklet for the printer and the printer's salesman that is in itself a demonstration of the truth of the message it carries.

Published by

S. D. WARREN & CO.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers

200 DEVONSHIRE STREET, BOSTON, MASS.

the Warren people will be glad to send a copy of the booklet to any of our readers who are interested.

✧ ✧

Joseph A. Weis, who is with the Capitol City Printing Ink Company, Springfield, Ill., sends an interesting assortment, principally of cards. The card for the John Ford Company, merchant tailors, is one of the best pieces of work that I have seen for some time. The compositor seems to have imagined himself in the tailoring business for the time being, and has designed such a card as he would want for himself to make an appeal to his particular trade. On the other hand, when it came to a dancing party, he designed a delicate creation in shaded type and appropriate accessories. Possibly this shaded type is scarcely forcible enough for a business card for the Capitol City Printing Company, except that a printer usually changes his card frequently, using it as a sort of specimen sheet for any particularly attractive face of type which he adds to his outfit.

This blotter from the Burroughs Adding Machine Company shows how much matter a person can get onto a blotter, and in an attractive manner, too. This is being published

Bank News

Vol. I June 5, 1914 No. 1

Conventions To Be Held Soon

June 10, 11. Minnesota—Minneapolis.
June 9, 10. Connecticut—Eastern Point, New London, Conn.
June 11, 12. New York—Eastern Point, New London, Conn.
June 12, 13. Utah—Price.

The U. S. By Reserve Districts

These are the twelve districts created by the Reserve System Organization Committee, with their respective Reserve Cities: No. 1, Boston; No. 2, New York; No. 3, Philadelphia; No. 4, Cleveland; No. 5, Richmond; No. 6, Atlanta; No. 7, Chicago; No. 8, St. Louis; No. 9, Minneapolis; No. 10, Kansas City; No. 11, Dallas; No. 12, San Francisco.

Seventy-one Burroughs in One Bank

The Northwestern National Bank, Minneapolis, has 71 Burroughs machines. In the picture at left is shown the Customers' Statement, Country Bank Statement, and Savings Bank Ledger Department. The young man about at best [illegible] Mr. Metter is said to be the quickest [illegible] operator in the world.

In One Bank 41 Years

The oldest actively employed bank man in Chicago is believed to be Gustav Heinrichs, in the Live Stock National Exchange Bank, according to the *National Banker*.

Mr. Heinrichs entered the employ of the bank in 1873. He will celebrate his eightieth birthday shortly.

He served in the Civil War four years, rising to the rank of Captain.

Captain Heinrichs is at his desk at 7:30 each morning and remains until 4:00 o'clock.

Where the Market Is Strong

"The best point about the stock markets," in the view of a well-known London financial critic, "is the great steadiness which has characterized high-class investment securities during the last few weeks, even when other markets have been depressed by liquidating sales."

Robert Lee of a Reserve Bank

An International Trade Authority stated on June 2d: "I am more optimistic today than I have been in three years."

Bank No. 1 Has New Home

The Peoples' National Bank of Lynchburg, Va., which is incidentally No. 1 under the new regime the new currency bill has created, is considerably in the lime light at present as one of the most up-to-date and progressive banks in America. The new $400,000.00 building has just been completed, which is practically the last word in fire-proof construction, sanitary equipment, commercial convenience, and luxury.

They will post their ledgers with a Burroughs Ledger Posting Machine.

PUBLISHED BY BURROUGHS ADDING MACHINE COMPANY
P. K. Russell, District Manager, 422-426 Second Ave., South, Minneapolis, Minn.

every week by the Burroughs people, and the company's advertising in bank publications is also being run in the same form.

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North Lewisburg, Ohio, March 8, 1915.

Mr. E. S. Hanson, Chicago.

I am most grateful to you for the review of the job I sent you some time ago in the February number of the N. P.-J.

Am enclosing another job that I would be glad to have you criticise at your convenience.

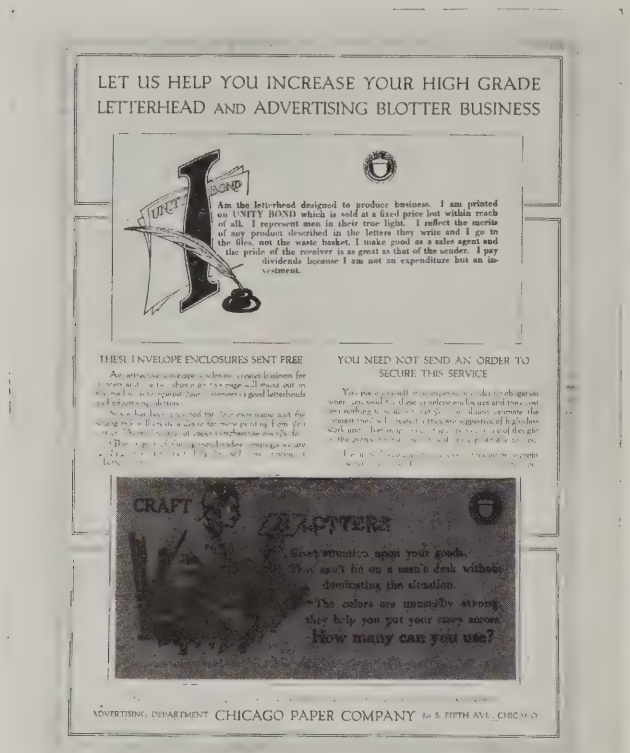
R. O. PAYNE.

Your statement is all right except that when you come to print such a long name as Stoutenborough it is putting it on rather thick to set it in an extended face. Also, try using straight rules instead of the dotted, for blanks on your stationery. I am sure both you and your customers will like them much better.

✧ ✧

The Chicago Paper Company is making a specialty of assisting printers in getting business, planning advertising campaigns for them,

making dummies from suitable stock, securing sketches, and rendering intelligent and valuable coöperation in a number of ways. The last issue of The Acorn, the Chicago Paper Company's little house organ, announces that upon


LET US HELP YOU INCREASE YOUR HIGH GRADE
LETTERHEAD AND ADVERTISING BLOTTER BUSINESS
I
UNITY BOND
Am the letterhead designed to produce business. I am printed on UNITY BOND which is sold at a fixed price but within reach of all. I represent men in their true light. I reflect the merits of any product described in the letters they write and I go to the files, not the waste basket. I make good as a sales agent and the pride of the receiver is as great as that of the sender. I pay dividends because I am not an expenditure but an investment.
THESE ENVELOPE ENCLOSURES SENT FREE
YOU NEED NOT SEND AN ORDER TO SECURE THIS SERVICE
CRAFT
LETTERS
How many can you use?
ADVERTISING DEPARTMENT CHICAGO PAPER COMPANY 811 S. FIFTH AVE., CHICAGO

request the Company will arrange to give the services of one of its men to lecture to printers' organizations where the men of the organizations are particularly interested in the subject of building up the printing business.

✧ ✧

I delight immensely in reading the snappy stuff which comes to me in some of the house organs. Some of it is sense, and some of it nonsense, but pretty much all of a good order. Here is something worth while from the April issue of The Ambassador, published at Lockport, N. Y., by the Niagara Paper Mills:

A FOLDING BOOKCASE

Have you ever seen one—a folding bookcase? We never have, but we saw a brochure today that gave us the thought.

That was the result—not the intent—of the book, however.

It was a beautifully-printed booklet. About 4x7, it seemed at first glance, but a peek inside the covers showed the pages to be 8x7, each one folded down the center, to fit the cover.

On half a dozen of the pages were three-color cuts of mahogany bookcases, with various colored books on the shelves.

The pages were folded so that a crease came exactly in the center of the bookcase, running from top to bottom.

We talked with the printer who did the job, asked him how it happened and he said that the customer insisted on two things: that the book should not be larger than 4x7 and that the bookcase cuts should be at least 5½ inches high.

As many of the bookcases were as broad as they were tall, it was impossible to get the cuts on a 4x7 page. A folded page was the only solution of the problem.

"Yes," he said, "we argued against it, but the customer was obdurate."

The cuts were very fine. Cost, at least, $75 each. Printing them was expensive. Three-color printing is always expensive. But, in our judgment, the effectiveness of the illustrations was reduced 50%.

Was it the printer's fault that he couldn't make the customer see the folly of folding his illustrations? Or was it the buyer's fault for insisting on having his own way?

✖ ✖ ✖

Franklin's Followers is the title of a little magazinelet, the first issue of which is dated March, 1915, published by the printing students at West Technical High School, Cleveland, Ohio. It is to appear bi-monthly during the school year. It has some good matter in it and is a most satisfactory production on gray stock. Of course we will overlook, in a first issue, the short line of type at the top of page eleven.

✧ ✧

Every month seems to bring at least one new house organ from some printing concern. This time it is one entitled "Results," published monthly by the Roller Press, Canton, Ohio. It states that it is "published in the interest of those who are seeking results in business producing problems." The cover of the first issue shows an embossed wishbone, with the wording, "Results: the kind you have often wished for, and where you can get them." The effort all through is to advertise the quality of service which this printing concern extends to its patrons. Several pages are devoted to views of the plant, while others are pages taken from catalogs and other matter which this company has put out.

✧ ✧

Another new house organ started, I believe, the latter part of 1914, is called the "T. N. T. Imprint," published by Taylor, Nash & Taylor, the well known San Francisco printers. These people will be remembered as sending in some very effective booklets to this department, and this house organ is no less effective. Especially am I pleased with the last issue I have, which is for March, 1915, showing the elegance of restraint which I believe I pointed out some little time ago as one of the beauties of this company's work.

United Typothetae and Franklin Clubs

ON March 23rd, Messrs. O. A. Koss, J. Harry Jones and H. W. J. Meyer of the Price List Committee of the United Typothetae and Franklin Clubs of America met in Milwaukee to give consideration to matters affecting the work of compilation of bindery production records, which the committee is now undertaking. The results of these investigations will be used to further increase the value of the Standard Price List, and simultaneously records will be provided those printers furnishing information that will be of great value towards increasing production in their respective plants. All printers who do any considerable amount of bindery work and who operate under a cost system, should acquaint themselves with the work of the Committee, and carefully investigate its future possibilities as applied to their business. The necessity of their coöperation in this work is at once apparent if the Standard Price List is to attain its highest value as a reference work for the estimator and as a basis or guide to the manager for securing greater plant efficiency. To those wishing to assist the committee in its work, blanks will be furnished for the compilation of their own bindery production records.

* * *

President A. W. Finlay and Vice-President C. D. Traphagen recently visited the National office in Chicago.

* * *

Several requests have recently been received at the National office for copies of the Proceedings of the 28th Annual Convention of the United Typothetae and Franklin Clubs of America, which indicate the value that is placed on this book as a reference work for the printer's library. The National office has on hand a limited number of the Proceedings and a copy will be mailed to any employing printer upon request.

* * *

Statistics for the year 1914 show a decrease of 20 per cent in the volume of business handled by the printers of one middle-western city. This decrease is accounted for by a well-known authority as being due, not to a decrease in the amount of work done but in the price for which it was sold. To overcome such conditions as this the United Typothetae and Franklin Clubs of America have recommended the appointment of a permanent committee by each local organization; the duty of which shall be to advocate the installation and constant upkeep of cost system among its members. Many local Typothetae have adopted this suggestion and favorable results have followed in each instance.

* * *

The value and accuracy of the new Blank Book and Ruling Division of the Standard Price List is being demonstrated daily. Since this division was mailed to the users of the Standard Price List, a large number of requests have reached the National office, asking for a checking of estimates on blank books and other ruled jobs, which have been based on the new schedule. To illustrate the reliability of the prices given in the new division, on one job of ruling submitted the Standard Price List showed a total of 22.8 hours required, while the average of several estimates secured from reputable authorities, and based on their own cost records, was twenty-three hours for the same work.

The Twenty-ninth Annual Convention of the United Typothetae and Franklin Clubs of America will be held in Los Angeles September 21st, 22nd and 23rd. Members intending to visit the San Diego Exposition and the Panama-Pacific Exposition in San Francisco should bear this in mind, and so arrange their trip as to enable them to attend the Fairs on the trip to or from the Convention.

Fieldman C. L. Jones of the United Typothetae and Franklin Clubs of America, recently reported the formation of the Franklin-Typothetae of Owensboro, Ky. The following are the officers of this latest local Typothetae: C. T. Hardin, President; J. W. Moberly, Vice-President; E. E. Owsley, Secretary-Treasurer; C. T. Hardin, Chairman, and all members to act on Executive Committee.

Among cities recently visited by Fieldman C. L. Jones, was Paducah, Ky., where several new members were added to the United Typothetae and Franklin Clubs of America. Several weeks have been passed at Nashville, Tenn., where Mr. Jones engaged in special cost system work among the members of that city.

* * *

Organization work in the state of Montana continues successfully; over thirty new members being added in that state in a month.

* * *

Favorable Action Secured

As previously reported in these columns on February 1st, a letter was mailed from the office of Secretary Tyler of the United Typothetae and Franklin Clubs of America to the membership, calling attention to the variation existing between those rates of depreciation reported as authorized by the Commissioner of Internal Revenue and those recommended by the American Printers' Cost Commission, with the suggestion that protests by those affected be entered with the Commissioner at Washington. The following letter, issued from the National office, will be of interest to the printing fraternity as indicating the favorable action secured:

To the Members of the United Typothetae and Franklin Clubs of America.

Corporation Income Tax

My dear Sir:—In my general letter to the membership on February 1st, I called your attention to the Collectors of Internal Revenue making examinations of corporation income tax returns from the years 1909-1914, inclusive. We had information at that time from various districts that Collectors were arbitrarily required to reject reports showing deductions for depreciation in excess of the following:

Machinery	Annual	Rate,	5%
Type,	"	"	5%
Fixtures	"	"	3%
Buildings,	"	"	1%

Believing that our members are entitled to deduct from their tax reports the rates of depreciation recommended by the American Printers' Cost Commission, viz: Machinery, 10%; Type, 25%; Stands, Chases, Stones, Furniture, Fixtures, etc., 10%, protest was filed with the Commissioner of Internal Revenue at Washington, and we have now been informed that "a misunderstanding seems to have arisen with regard to the attitude of the Government" and that instructions have been transmitted by the Commissioner to all District Collectors, stating that they **"must be governed in a large measure by the experience and observation of practical printers and those familiar with the printing business, permitting in all cases a reasonable allowance for depreciation."**

A complete report will be found upon pages 1 and 2 of the April issue of the Bulletin, and it is recommended that our members keep this number on file for future reference.

Very truly yours,

P. P. TYLER,

Secretary.

ORGANIZED ADVERTISING AS A BUSINESS FORCE*

By William Woodhead, President Associated Advertising Clubs of the World

IT is estimated that over $600,000,000 was invested in advertising of various kinds in this country last year. This is absolute and final proof, not only of its marvelous growth, but of the wonderful results achieved.

Gerald Stanley Lee, author of that very remarkable and worth-while book, "Crowds," says:

"Success in business in the last analysis turns upon touching the imagination of crowds. The reason why preachers in this present generation are less successful in getting people to want goodness, than business men are in getting them to want motor cars, hats and pianolas, is that business men as a class are closer and more desperate students of human nature, and have bowed down harder to the art of touching the imagination of crowds." That is what advertising does—it touches the imagination of crowds, and that is why successful advertising is dependent on a knowledge of human nature.

The time has passed for giving serious consideration to the man who does not believe in advertising. Advertising is as much a part of today's life as the telephone, the trolley car or the automobile. There is nothing magical or mysterious about it, and the greatest advertising successes have been due to the plain use of common sense applied with a knowledge of human nature, with the resulting creation of desire—the art of touching the imagination of crowds.

Why is it that advertising has become such a powerful factor in the business life of today? Why is it that it stands on a much higher plane than it did a few years ago? Because in its early days advertising was unworthily used in the promotion of every sort of fraud, and people looked askance upon everything that was advertised. But nowadays it has acquired a new dignity and new strength, and the better publishers and better agencies are all concentrating their efforts in the direction that means more power and more credit to advertising. American business is facing a better day; the national conscience has been quickened, with the result that sincerity and honesty pay bigger dividends than ever before. And so it has come about that advertising men are the apostles of business.

The Associated Advertising Clubs of the World has taken as its slogan, its motto, "Truth in Advertising"—honest believable advertising, not merely because it is a great moral preachment, but because it represents good, sound business—common-sense business.

There was never a time when so many persons were trying in so many ways to make things better and this desire for better things means much to the man in business. No business ever amounted to anything until some man back of it established an ideal and set out to obtain it. And that is the truth about this Associated Advertising Clubs—it did not amount to a hill of beans until some man established an ideal and set out to obtain it. And we are obtaining it because we have gained the respect, the confidence, and the co-

*Portion of Address before the Chicago Association of Commerce, April 28th, 1915.

CONTRACTS for iron and steel amounting to many millions of dollars annually are filled on a basis of the market quotations furnished as part of the weekly news service of *The Iron Age*.

It is doubtful if any trade or technical newspaper exercises a more powerful influence on an industry than does *The Iron Age* in its field, or if any has developed more highly news values as a means to such influence. It is appropriate, therefore, that the discussion of this vital subject should fall to Mr. W. H. Taylor, President of the David Williams Company, publishers of *The Iron Age*.

Mr. Taylor left his father's farm when he was twenty-one years of age to enter a general merchandizing store at Corfu, New York, where everything was sold, from a toothpick to a threshing machine. Here he served first as clerk, and then as partner, getting a training in merchandizing and salesmanship that later proved invaluable.

Few of the leaders in trade and technical journalism have had so wide a range of experience. For six years Mr. Taylor was Vice-President of the McGraw Publishing Co., the publishers of *The Street Railway Journal* and *The American Machinist*, for four years he was President of the Trade News Publishing Co., publishers of *The Hat, Harness, Paper and Decorator*, and of directories of the carriage and harness trade during which time he founded the *Mercantile Journal and Engineer*. From 1902 to 1905 was President of the Taylor Publishing Co., Chicago, publishers of *The Engineer* and of engineering books.

W. HETHERINGTON TAYLOR
PRESIDENT
DAVID WILLIAMS COMPANY
PUBLISHERS OF
THE IRON AGE
HARDWARE AGE
BUILDING AGE
METAL WORKER, PLUMBER
and STEAM FITTER

SINCE 1909 Mr. Taylor has been President and Treasurer of the David Williams Co., publishers of *The Iron Age, Hardware Age, Metal Worker, Plumber and Steam Fitter and Building Age*.

"The Romance of the Publishing Business" is what Mr. Taylor calls it—this limitless opportunity for serving the industry through the dissemination of reliable business news. He rightly considers news service the cardinal function of the successful trade or technical paper—a news service that carries to the isolated manufacturer or dealer the standards, the methods and the successes of the best brains in his trade.

With editorial offices from coast to coast and an elaborate machinery for the gathering and distribution of the news of its great fields, the David Williams Company furnishes admirable material for the development of this lecture.

Those who wish to hear Mr. Taylor may obtain free cards of admission upon application to the Department of Journalism of New York University, 32 Waverly Place, or to Mr. S. C. Henry, Secretary of the New York Trade Press Association, 231 West 39th Street, New York.

Wednesday, April 28th, at 8.15 p. m. sharp—University Building, 32 Waverly Place, Washington Square, New York.

Model Announcement of the New York Trade Press Association, of the Sixth Lecture of the New York University Forum in Individual Journalism, on, "The News Service of the Trade and Technical Press," by W. Hetherington Taylor

operation of the public, of the leading newspapers, and of all the men who believe in better and more effective advertising; and when we reach Chicago June 20th, we will show a tremendous advance all along the line. We will have the biggest and greatest convention of advertising men ever held in the world. There will be not less than 10,000 men here from all parts of the country, and a few, in spite of the war, from foreign countries. This convention will be the most important because we have reached another climax in the development of our country and our business. Now is the time to strike and to strike hard.

* * *

SAN FRANCISCO AND THE CANAL

COAST to coast tonnage via the Isthmuses of Panama and Tehuantepec has increased 446 per cent in the last six years:

In 1907 the American Hawaiian Steamship Company inaugurated its coast to coast service via the Isthmus of Tehuantepec from Salina Cruz on the Pacific side to Port of Mexico on the Atlantic. Previous to 1907 the American Hawaiian shipped via the Straits of Magellan.

In April, 1911, the California Atlantic Steamship Company inaugurated a line via Panama. In February, 1913, the Luckenbach Steamship Company took over the California Company's line.

The distance from San Francisco to New York via the canal is 5,272 miles or 2,086 miles longer by water than rail. Yet the shipments via the two isthmuses have greatly increased. With the advent of each new steamship line the tonnages of these routes have increased.

Shipments West Lead

According to the figures of the Department of Commerce and Labor for the year ending June 30, 1913, the total value of all goods shipped via both isthmuses amounted to $131,556,285, of which $87,564,507 was westbound and $43,991,778 eastbound.

The leading articles so shipped ranked as follows:

Westbound—Manufactures of iron and steel, $18,755,779; manufactures of cotton, $11,067,774; manufactures of paper, $6,467,774.

Eastbound—Wines, $4,044,320; fruits $3,708,094; wool, $3,469,217; canned salmon, $2,129,703. The largest eastbound item was sugar from Hawaii to the Delaware Breakwater, amounting to $19,309,351.

The first year the canal is opened the total tonnage should easily reach 1,000,000 tons valued at $150,000,000. Assuming that tonnage has increased with the inauguration of each new steamer line and with the numerous lines that intend to use the canal, tonnage totals should increase at a greater rate than is commensurate with the increase in production or consumption on the Pacific Coast.

Areas and Population

Chicago contains as many inhabitants as the whole State of California, approximately two and a half millions, California is equal in area to New York, New Jersey, Ohio and all of the New England States, Maine, Massachusetts, Vermont, New Hampshire, Connecticut, and Rhode Island with a total population of 22,980,583. California is equal in area to either Italy or Japan, each of which supports a population of over forty millions. There are unlimited possibilities for development in California.

Only 28 per cent on the land area of the State was in farms in 1910 and of this area only 40.8 per cent was improved. In 1912 the orchard, vineyard, garden, dairy, poultry, and other field products of California was valued at $320,195,268. Figuring the present acreage in farm lands all improved (irrespective of the fertile land not devoted to farms at present) there are farm crops valued at $784,547,000.

During the season of 1910-1911, 46,394 carloads of citrus fruit was shipped east from California by rail. In 1912, 13,343¾ carloads of fresh deciduous fruits (exclusive of apples) were similarly shipped; 59,737¾ carloads of fruit alone, that can be shipped cheaper by Panama and nearly as quickly, from a State capable of supporting 40,000,000 of people where only 11.34 per cent of the total area is now in improved farm lands.

San Francisco will not only be the port of call for vessels en route from Europe to the Orient, but will be a point of distribution. The principal ports of Europe that will ship to the Orient are London, Hamburg, Liverpool, Antwerp, Marseilles, Havre, and Bremen. Ships from these ports fly the flags of England, Germany, France and Belgium. In addition ships from Italy, Spain, Sweden, Norway, and Denmark will be here. The Oriental ports of call are Yokohama, Kobe, Nagasaki, Shanghai, Hong Kong and Manila.

California has not experienced the benefits and evils of immigration as yet. In the fiscal year ending June 30, 1911, the arrivals at San Francisco of immigrant-aliens amounted to 3,419 and of non-immigrant aliens 4,417.

The number of Chinese in California has decreased 50 per cent, however, in the last twenty years—from 72,472 in 1890 to 36,248 in 1910. On the other hand Japanese immigration has increased from 1,147 in 1890, until 1900, when this number had increased to 10,151 and in 1910 to 41,356.

San Francisco is a most cosmopolitan center. The largest French library, French hospital and French Savings Bank outside of France are located in San Francisco. French, German, Chinese, Japanese, Italian, Portuguese, British and Canadian banks are to be found here. Newspapers are published in every language. In California 30.2 per cent of the total population are foreign born.

Ten million dollars is being expended on new docks and wharves on the San Francisco side of the bay. Other cities on the coast are spending equal sums, but at San Francisco it all goes into actual wharfage construction and not into breakwaters and dredging. The west side of San Francisco bay shoals out into ten fathoms of water within a few feet from the shore line so that safe anchorages are secured within a short distance of the deep water wharves.

San Francisco and California are ready for whatever benefits may accrue from the opening of the Canal. Trade, commerce, finance and immigration follow the lines of least resistance. However, the West Coast is big enough for all. The gold is not to be found in the streets. The man who will persevere with patience and common-sense need have no fear. Opportunity lies within the land and each investor will reap according to the wisdom and the amount he invests.

HEATING LINOTYPE METAL BY ELECTRICITY

The experimental and Engineering department of the Mergenthaler Linotype factory devotes a great measure of time to developing the efficiency of the Linotype and means for improving quality of work.

One of the recent developments has been the Cutler-Hammer Electric Linotype pot for the application of electricity to the heating of the metal:

The heat is generated in the midst of the metal itself, and there are no losses or variations on account of the interposed wall of the pot. The heating units consist of resistor ribbons of metal alloy encased in mica, fastened in strips, and sealed by autogenous welding inside of a steel casing and to that casing, so that perfect conductivity of heat is obtained. Two of these units are immersed in the molten metal; one is applied to the top of the mouthpiece, and on to the under side of the mouthpiece and throat. The heaters in the pot itself are protected from injury in the event of careless handling of the pigs.

The entire device is controlled by two snap switches and an automatic, adjustable dynamic thermometer. One snap switch controls the entire electrical circuit and puts the plant in operation. At the outset a maximum amount of current is directed through the heating coils and this continues until the working temperature of the metal is reached. At this point the dynamic thermometer or automatic temperature regulating device comes into play, shuts off the excess current and brings it down to minimum. Any subsequent variation in temperature is prevented by the same device.

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PLAN GIGANTIC NIGHT PAGEANT OF ADVERTISED PRODUCTS

A night pageant, which will be the most unique and elaborate display of advertised products ever attempted, will be one of many features of the coming Convention of the Associated Advertising Clubs of the World, which will be held in Chicago June 20th to 24th inclusive. The purpose of the pageant is to impress the half million of people who will witness it, and the other millions who will afterwards see it in the moving pictures, with the tremendous force of truthful advertising in business.

"From present indications," said J. R. Woltz, chairman of the committee in charge of the affair, "it will take at least two hours for the parade to pass a given point. Makers of advertised products from all over the country are getting up special floats and displays, and it is our plan to have the displays from each state in a division by themselves. With the floats in each division will march the advertising men from the clubs in that same state. For example, the regiment of 1,000 Io business men which is being organized for the pagea will act as an escort for the displays and floats sent Iowa manufacturers."

The committee is very anxious to have the pagea as representative as possible, and manufacturers advertised products are invited to get in touch w Mr. Woltz, who can be reached at the Advertisi Association of Chicago, 123 Madison Street, Chica and arrange with him to enter a float or display in t event. Most of the big advertisers such as Americ Steel & Wire Company, N. K. Fairbanks Company, Co sumers Company, Swift & Company, Colgate & Co pany, and others of that class have been approach and have signified their intention of participating.

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Mr. P. P. Tyler, Secretary of the United Typothet and Franklin Clubs of America started on an extend itinerary through the New England States on April 10 General organization matters were taken up by M Tyler in several Eastern cities during the past month.

THE HERALDS

"THOUGH I speak with the tongues of men and of angels," and use not Types, "I am become as sounding brass and a tinkling cymbal. And though I have the gift of prophecy and understand all mysteries and all knowledge," what avails it if I am deprived of the use of Types? Though I have merchandise that is desired of all nations, it benefits them not if Types speak not for me; yea, it is not salable except in places within a day's journey. Things that were of old are lost, the wisdom born of cycles of effort and sacrifice is forgotten, the heritage of the world's greatness is buried, when Types cease to proclaim them. Verily, I will honor the Printer and his Types, that I may speak my thoughts and express my soul to all mankind forever and ever, and announce my skill and the merits of my handiwork to all who might benefit by the use thereof; for what Power is there in all the world that approaches thine—beautiful thought-carriers, prompters of progress, cultivators of ideas, world-encircling, never-failing Voices—my Printer's Types

H. L. B.

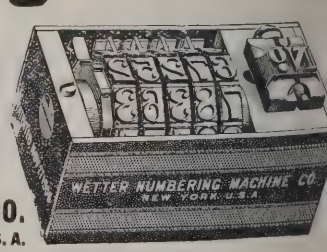
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. PRICES FROM $5.00 UP

No 12356
FACSIMILE IMPRESSION

BUY ONE NOW



Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

OR SALE—ONE HARRIS 2-COLOR PRINTING RESS—Will print sheet 28x42 and produce 5,000 per our. Has been used only five months—practically new. n exceptional bargain. Address, H. C., care National rinter-Journalist.

COLD SIMPLEX STEREOTYPING OUTFIT, $19 d up, produces the finest book and job plates, and your pe is not in danger of being ruined by heat. Simpler, tter, quicker, safer, easier on the type and costs no ore than papier-mache. Also two engraving methods sting only $5.00, with materials, by which engraved ates are cast in stereo metal from drawings, made on rdboard. "Ready-to-use" cold matrix sheets, $1.00. ome and see me if you can; if not, send postage, for erature and samples. HENRY KAHRS, 240 East hirty-third Street, New York.

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HE VAN BIBBER ROLLER CO., 426-428 Elm St., ncinnati, will give you **the best rollers** that can be made r any season or press. Our facilities are the best, and e use the latest Gatling Gun and compressed air apparas. It pays you to have good rollers, and they count ore in press-work than anything else. In writing or ipping, "Cincinnati" is sufficient. Everybody knows us.

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JMB
CARTOONS, COVER DESIGNS SPECIAL HEADINGS
BAER
BEACH, N DAK.

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National Printer-Journalist, Station X, Chicago

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A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF AUGUST 24, 1912

of The National Printer-Journalist published monthly at Chicago, Illinois, for April 1, 1915:—

Name of— Post-Office Address.

Editor—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Managing Editor—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Business Manager—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Publisher—Benjamin B. Herbert,
4620 Ravenswood Ave., Chicago, Ill.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.)

Benjamin B. Herbert. 4620 Ravenswood Ave., Chicago, Ill.

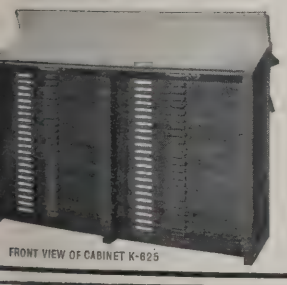
Known bondholders, mortgagees, and other holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) There are none.

BENJAMIN B. HERBERT.

Sworn to and subscribed before me this seventeenth day of March, 1915.

WILLIAM H. BRYAN,
Notary Public.

(My commission expires June 19, 1915.)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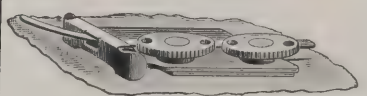

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DOUBLE-GRIP GAUGES
$1.25 set of 3 with extr gues.

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NEWSPAPER REPORTING AND CORRESPONDENCE. A Manual for Reporters, Correspondents, and Students of Newspaper Writing. By Grant M. Hyde, M. A., Instructor in Journalism University of Wisconsin. The purpose of this book is to instruct prospective newspaper reporters in their work of getting news and putting it into proper shape after they have gathered it. Successful reporting requires both ability to write good English and the ability to put it into conventional newspaper form, and it is these subjects that this book emphasizes.

The chapters take up, successively, news gathering, news values, newspaper terms, the form for a newspaper story, the simple news story, the feature news story, faults in news stories, the rewrite story, reports of speeches, interviews, court reporting, society news, obituaries, sporting news, human interest stories and dramatic reporting. At the end there is a style book compiled from the style books of many newspapers.

The author has had long personal experience in newspaper work, and has also had great opportunity, through his position as instructor in journalism at the University of Wisconsin, to note the points upon which young reporters need most careful advice and instruction. The book is extremely practical. 12mo. Cloth, $1.50 net; by mail, $1.60.

ESSENTIALS IN JOURNALISM. By Harry Franklin Harrington, Director of Courses in Journalism, Ohio State University, and Theodore T. Frankenberg, Ohio State Journal. A text-book for all young people desiring to prepare for practical newspaper work, written by men with years of experience in actual reportorial and editorial work. Its principles have been further tested through years of class work, with gratifying success. Designed primarily for the first and second years in colleges, it is suitable for all who have a high school education or its equivalent. The book aims to combine the practice and the philosophy of all routine newspaper work and takes up in turn each phase of editorial activity. For the benefit of the teacher in English who may not have had actual newspaper experience there are appended a series of assignments, stories to be written out, articles to be put in approved newspaper form, and other practical exercises calculated to differentiate newspaper writing from other literary activities.

In plan the book follows the natural evolution in newspaper work and the development of the student's mind. From the simple work accorded a beginner it progresses steadily to the forms assigned only to tried and trusted men. Throughout the work the student is shown, not only the things to do, but the why of it and the standards set are those of the average newspaper office, the one in which 90 per cent of all students will have to do the work for which they are preparing themselves. The mechanical side of the newspaper has not been forgotten, and the book is more profusely illustrated than any other work that has yet appeared on the same subject. The illustrations are an essential part of the text. 8vo. Cloth. 300 pages. Illustrated. $1.75; by mail, $1.85.

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18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

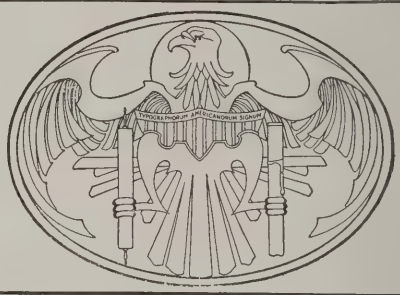
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

AMERICAN TRUST BOND

More Evident Quality

Because it possesses more evident quality than has been seen heretofore in papers at its price is why American Trust Bond took first place in the field of medium-priced Writings.

It has an incomparably bright color and impressive appearance when judged among papers of its class. After you have inspected samples, we are confident you will agree with us that it is a pronounced value—and add to this if you please, the value of its name—American Trust Bond, particularly timely now because American-made products are on the lips of every one.

Find out for yourself by practical demonstration that this paper will be a money maker for you. Plain and printed samples will be promptly and cheerfully furnished. Lose no time in becoming acquainted with American Trust Bond.

"Pacemaker among medium-priced Bonds."

This is the "Butler" line of Standardized Bond Papers. Each Bond has its purpose; each purpose its Bond.

Royal Crown Bond
Brother Jonathan Bond
Ambassador Bond
Register Bond
Policy Bond
National Bank Bond
American Trust Bond
Popular Bond
Voucher Bond
Manuscript Bond
Monroe Linen
Cobweb Bond
Fiberspun Bond
Teutonic Parchment
Multicopy Bond

You can appreciate the value of these papers only by judging samples. Shall we send them?

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.	Mutual Paper Co. . . . . Seattle, Wash.
Missouri-Interstate Paper Co. . . . . Kansas City, Mo.	Commercial Paper Co. . . . . New York City.
Mississippi Valley Paper Co. . . . . St. Louis, Mo.	American Type Founders Co. . . . . Spokane, Wash.
Southwestern Paper Co. . . . . Dallas, Texas.	American Type Founders Co. . . Vancouver, British Col.
Southwestern Paper Co. . . . . Houston, Texas.	National Paper & Type Co. (Export only), New York City.
Pacific Coast Paper Co. . . . . San Francisco, Cal.	National Paper & Type Co. . . . . Havana, Cuba.
Sierra Paper Co. . . . . Los Angeles, Cal.	National Paper & Type Co. . . City of Mexico, Mexico.
Central Michigan Paper Co., . . . Grand Rapids, Mich.	National Paper & Type Co. . . . . Monterey, Mexico.

National Paper & Type Co., Guadalajara, Mexico.

J.W. BUTLER PAPER COMPANY CHICAGO

ESTABLISHED 1844

A New Type Face from the House of Hansen

Society Text

6-Point 18A $0.90 60a $1.10 $2.00
Neat Typographical Effect on Many Forms of Refined Personal Stationery Can be Produced with this Attractive Text Series which will Please Greatly

8-Point 16A $1.00 54a $1.25 $2.25
The Principle of Appropriate Type for the Work in Hand is Important and Should be Kept Constantly in Mind 12345

10-Point 15A $1.10 50a $1.40 $2.50
Experts Employed to Manufacture Hansen Type Discriminating Printers Choose Hansen Products

12-Point 12A $1.15 45a $1.60 $2.75
We Take Pleasure in Presenting the Society Text, Believing that You will Profit therefrom

14-Point 13A $1.35 40a $1.65 $3.00
Finest Printing Material Manufactured

18-Point No. 1 10A $1.50 30a $1.75 $3.25
This Text Letter Decidedly Popular

18-Point No. 2 9A $1.40 30a $1.85 $3.25
Fine Invitations, Announcements

24-Point No. 1 7A $1.70 19a $1.80 $3.50
Plan Delightful Entertainment

24-Point No. 2 6A $1.70 18a $1.90 $3.60
Hansen Superior Quality

Larger Sizes in Preparation

The H. C. Hansen Type Foundry

The Society Text is a pleasing style of type face for Society and commercial printing; a common-sense attractive face for wedding stationery—as pretty as shaded faces when properly used and will outwear the shaded letters—more profit for the printer on an equal amount invested.

The five most used sizes, viz:

1 font 8 point
1 font 10 point
1 font 12 point
1 font 14 point
1 font 18 No. 2

Costs only $12.37

The Society Text is Hansen Diamond Nick quality — the best.

A complete stock of all Hansen Type and Supplies at St. Paul, Minnesota.

C. I. JOHNSON MFG. COMPANY

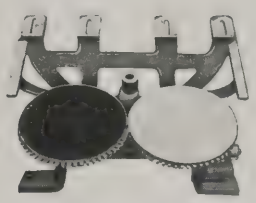
INDEPENDENT PRINTERS SUPPLY HOUSE

48-50 E. Third St. St. Paul, Minnesota

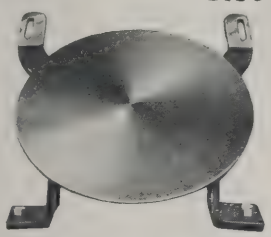
"JOHNSONIZED MACHINERY"

THIS ADV. SET IN HANSEN CASLON FULL FACE AND CASLON OLD STYLE

BRASS RULE BORDER

DUAL PRINT  ATTACHMENT

OLD STYLE
ONE DISC

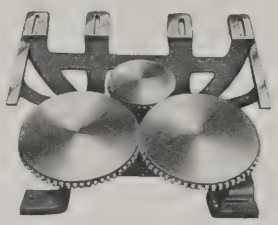


FOR SINGLE COLOR ONLY
WITH
LIMITED DISTRIBUTION

FOR CHANDLER & PRICE PRESSES

PRINTS TWO COLORS
WITH
ONE ----- IMPRESSION
EQUIP
ONE OR MORE
OF
YOUR PRESSES.

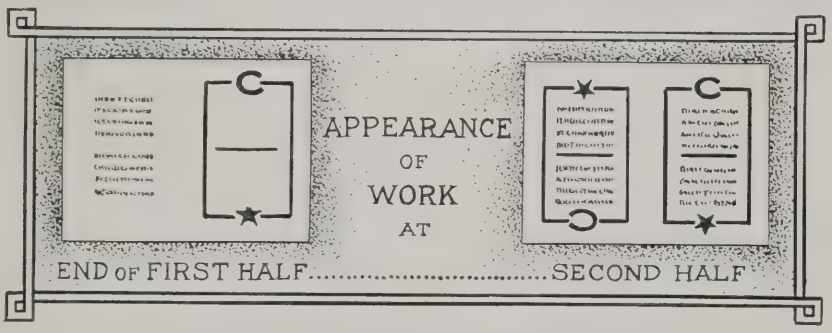
NEW STYLE
THREE DISC



FOR SINGLE COLOR ONLY
WITH
50% GREATER DISTRIBUTION

PRINT WITH PAPER DOUBLE SIZE CUT TRUE. AT THE END OF FIRST HALF OF RUN, REVERSE THE PAPER.....SAVING ONE HALF OF THE IMPRESSIONS.....ON TWO COLOR WORK

SAVES ONE LOCK UP.....ONE WASH UP.....ONE MAKE READY.....MAINTAINS REGISTER



WITH DUAL PRINT ATTACHMENT
TWO COLOR WORK PRODUCED AT SAME COST AS WORK REQUIRING ONE COLOR

YOU CAN EARN INTEREST ON INVESTMENT SEVERAL TIMES PER MONTH.

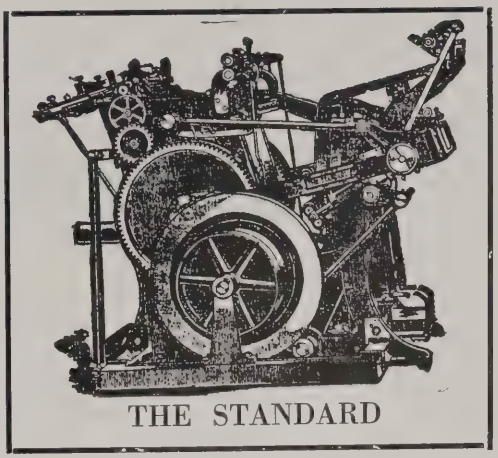
THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
PHILADELPHIA
MINNEAPOLIS

DETROIT
BOSTON
KANSAS CITY

ROCHESTER
DALLAS
ST. PAUL



THE STANDARD

Easy to Buy

Easy to Learn

Easy to Keep Busy

Easy to Earn Big Money With

THE STANDARD

High-Speed Automatic Job Press

Pays for Itself Automatically

ONLY **$250** DOWN

Our Terms Run on Rubber Tires. *So Easy They Never Jar.*

The STANDARD alone has stood the practical test of day in and day out work in the job department.
No other machine has ever survived this test.

Write for Particulars.

WOOD & NATHAN COMPANY

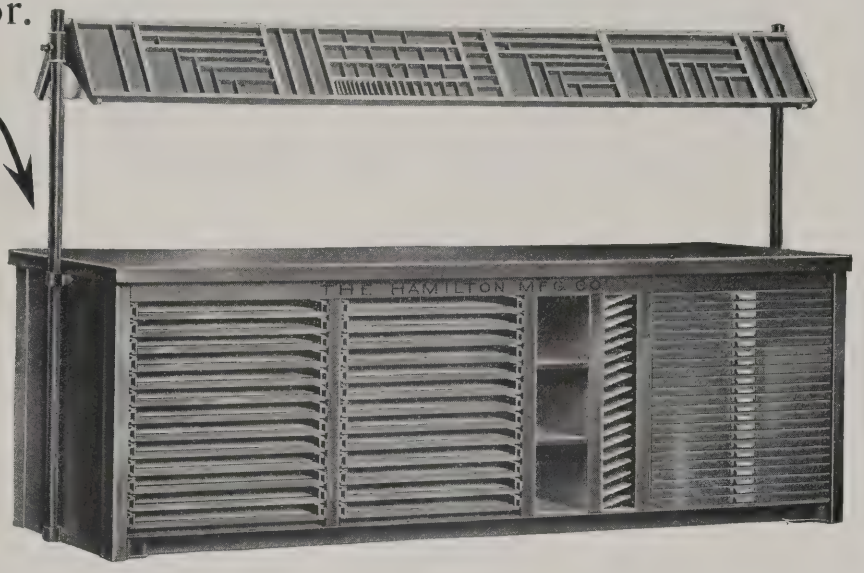
SOLE SELLING AGENT

Thirty East Twenty-third Street, **NEW YORK CITY**

EVERY CLAIM

we have ever made as to the saving in composing-room costs effected by Hamilton Steel Equipment has been considerably under the actual results accomplished by Hamilton Equipment in printing-offices where the saving has been carefully accounted for.

Here—is a piece of Hamilton Steel Equipment in the office of the Miami Union Publ. Co., Troy, Ohio, and here is the letter telling of the 52% saving effected by it. Think of it!



The Miami Union Publication Company
PRINTERS AND PUBLISHERS
H. A. PAULY President
A. C. McCLUNG Manager
TROY OHIO

(May 15, 1915)

The Hamilton Mfg. Co.,
Two Rivers, Wis.

Gentlemen:-

We are more than pleased with the 10 ft. Steel Newspaper Make-up Table purchased thru one of your dealers recently.

Our figures show that this Make-up Table saves an average of at least thirty minutes each day at a time when every moment is precious. This means a saving of a half hour on the time of the four employes required on the make-up and press work of our daily edition.

This saving in actual wages without any allowance for overhead charges represents an annual return of 52% on the cost of the steel Make-up Table and makes it, in our opinion, one of the most profitable pieces of equipment we have ever installed.

We will be pleased to show this equipment to interested persons at any time and can easily demonstrate its dividend producing qualities as above outlined.

Yours very truly,

THE MIAMI UNION PUB. CO.
A. C. McClung, Manager.

Mc.

This big piece of equipment, made especially to fit the customer's requirements, pays for itself every two years. What other investment will earn as much in a printing-office?

Being made of enduring steel, it will last a life-time and, the construction being on the famous Hamilton Unit System, it can be kept always at the maximum efficiency, because the component parts can be rearranged any time that changed conditions demand.

The Hamilton Unit System is thoroughly explained in an attractive broadside.

SEND FOR YOUR COPY

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAGE, graduated by picas and nonpareils, mailed *free* to every inquiring printer

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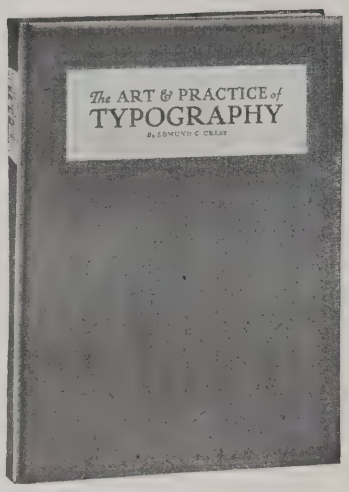

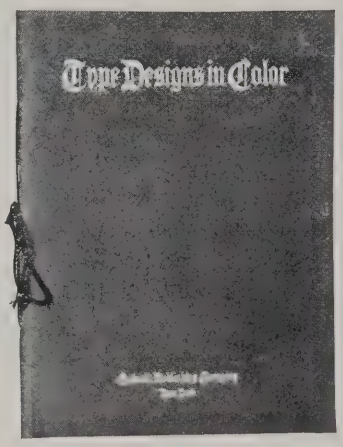

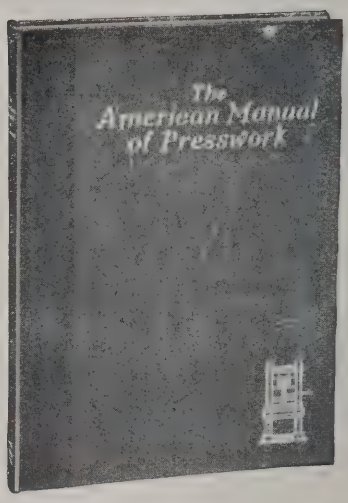

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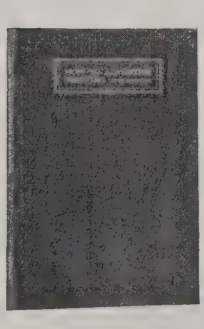

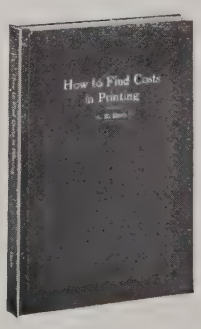

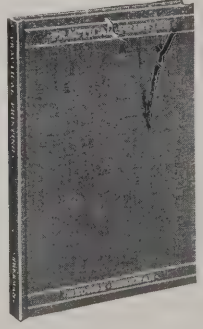

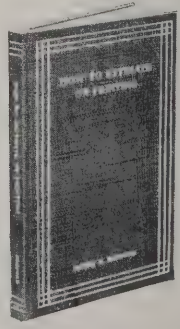

NATIONAL PRINTER-JOURNALIST, *Ravenswood Station*, CHICAGO, ILLINOIS

The Boston Wire Stitcher Line

ALL SIZES AND STYLES FOR EVERY PURPOSE
EACH THE BEST OBTAINABLE; EACH THE MOST ECONOMICAL; EACH THE FASTEST AND MOST PRODUCTIVE

No. 1.	Two sheets to one-eighth inch, power	List Price, $160.00
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No. 5.	Two sheets to one-half inch, foot power	List Price, $155.00
No. 7.	Two sheets to seven-eighths inch, power	List Price, $325.00
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AND WILL QUOTE PRICE UPON RECEIPT OF SAMPLES SHOWING WORK
WRITE THE SELLING AGENT

American Type Founders Company

Set in Cloister Oldstyle and Cloister Italic

Barnhart Brothers & Spindler

WITH HOUSES AT

Chicago New York City Washington, D. C. Seattle
St. Louis Dallas Kansas City Omaha St. Paul

CAN SUPPLY THE PRINTING WORLD WITH

Superior Copper-Mixed Type
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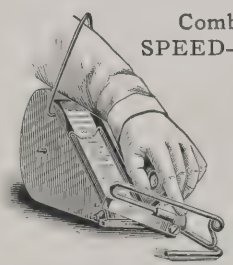

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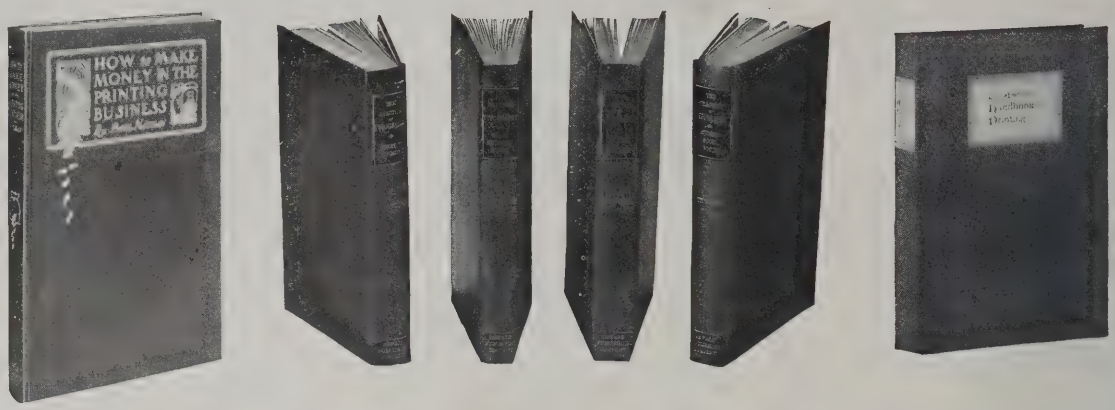

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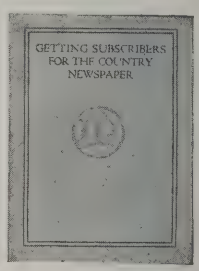

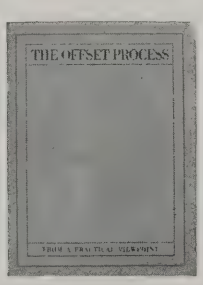

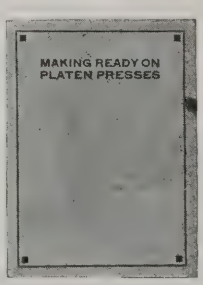

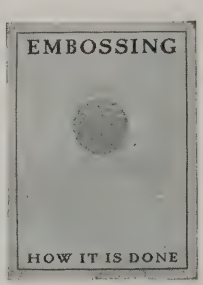

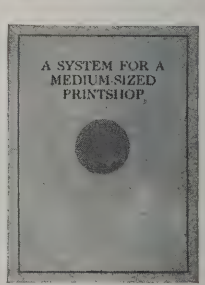

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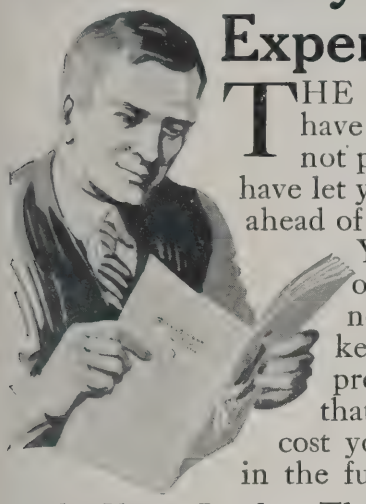

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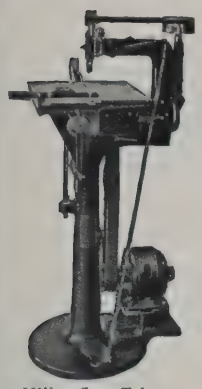

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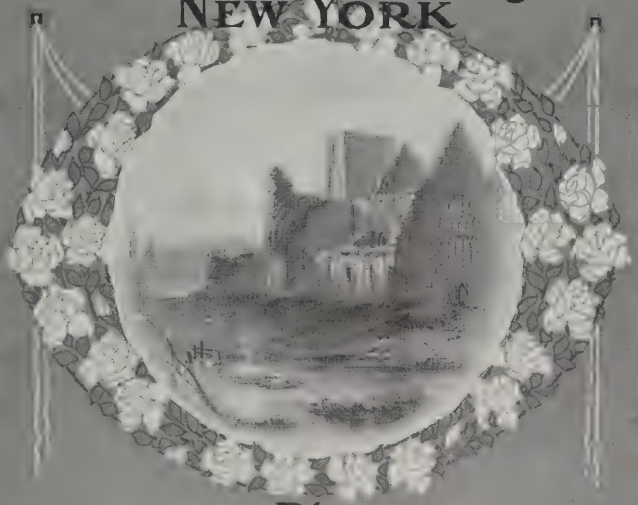

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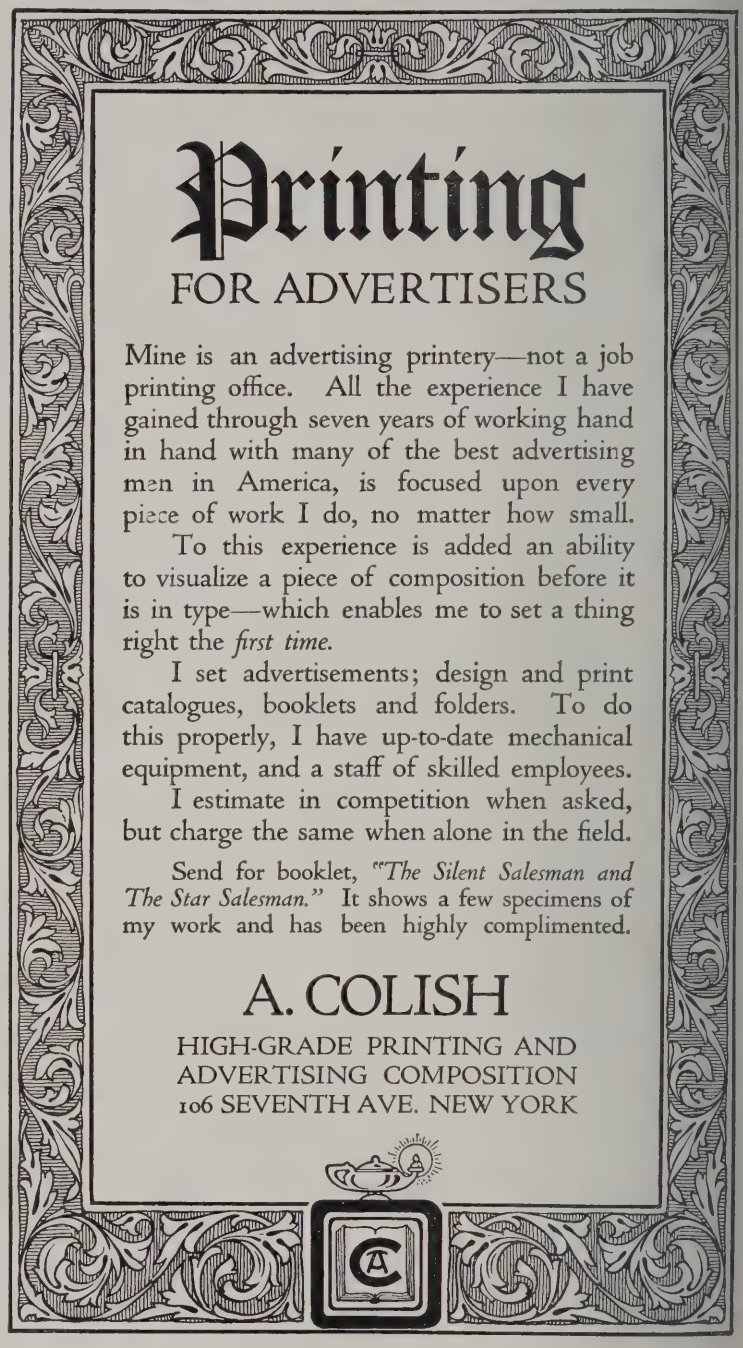
Appropriate for Advertisements and Various Forms of Publicity

THE EXAMPLE here shown is a fac-simile of a page advertisement that recently appeared in "Printers' Ink." It stood out from among the other advertisements in that publication because of its very attractive typography, made possible by the use of Cloister type-faces. An interesting feature of the advertisement is the use, in combination with Cloister Oldstyle and Cloister Italic, of Cloister Black, a text letter that was designed by the American Type Founders Company several years ago. Mr. Colish has used this letter in this connection as a fitting typographic companion of Cloister Oldstyle, giving harmony of tone. THE CLOISTER FAMILY is destined to become the best liked type-face and the most versatile letter made in America. It is fast becoming the standard type-face for all publicity composition, for catalogs, booklets, stationery, programs, as well as for the variety of work that printing offices are called upon to produce. Some type-faces have limitations; the Cloister practically has none.


Printing
FOR ADVERTISERS
Mine is an advertising printery—not a job printing office. All the experience I have gained through seven years of working hand in hand with many of the best advertising men in America, is focused upon every piece of work I do, no matter how small.
To this experience is added an ability to visualize a piece of composition before it is in type—which enables me to set a thing right the first time.
I set advertisements; design and print catalogues, booklets and folders. To do this properly, I have up-to-date mechanical equipment, and a staff of skilled employees.
I estimate in competition when asked, but charge the same when alone in the field.
Send for booklet, "The Silent Salesman and The Star Salesman." It shows a few specimens of my work and has been highly complimented.
A. COLISH
HIGH-GRADE PRINTING AND ADVERTISING COMPOSITION
106 SEVENTH AVE. NEW YORK

SHEETS SHOWING SIZES AND PRICES OF CLOISTER TYPE-FACES CAN BE PROCURED AT ANY OF THE BRANCHES OF THIS COMPANY

AMERICAN TYPE FOUNDERS COMPANY

Originator of Type Fashions and Distributor of Printing Machinery and Materials

SELLING HOUSES CONVENIENTLY LOCATED IN ALL THE PRINCIPAL CITIES

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Three | Chicago, June, 1915 | Number Six

The Press and Its Relation to Christian Citizenship

By Will Curtis, St. James, Minn.

IT is well for an editor to keep in close touch with every agency for the upbuilding of his city, and, whatever may be one's beliefs, no editor who holds proper relations with his people but that must recognize the churches as among the most active agencies for the promotion of good citizenship.

Editor Will Curtis, of the St. James, Minn., Plain Dealer, recently embraced the opportunity of appearing before a meeting of the members of a local church and delivering an address on "Christianship" that must have convinced his hearers that the newspaper of today is working for the promotion of the highest ideals and the forwarding of all that tends to good citizenship and the greatest good, instead of being an irresponsible, sensational-monger and the pernicious promoter of disbelief, scandal or other evil for the purpose of creating sensations, or as one, a third of a century ago, irreverently stated the too general belief of "raising hell and selling newspapers."

I welcome this opportunity to tell you what I think are some of the obligations, duties, responsibilities and opportunities of the press. In opening this talk I cannot do better than to quote a paragraph from the splendid article by U. S. Brown in the last issue of the Plain Dealer, where he said:

"Side by side with the men who minister to the spiritual, moral and educational manhood and womanhood of the world, the worthy editor labors for the upbuilding of the church, the school, and the home; always directing the mind of the old and young toward the attainment of the best things in life."

The press is a powerful agency, either for good or evil. It is so because nearly everybody reads the newspapers and we are all influenced in some degree with the things we read. It is not the editorials alone that influence us but the news items as well, and the clever reporter can so write up events that people will be influenced and many times inspired to act. When men of high ideals and strong characters own and control the press it is an agency capable of doing a great deal of good. When it is controlled by men of low ideals and wrong principles then it becomes an agency for evil. In my attendance upon state and national editorial meetings I have had the pleasure of getting acquainted with editors from every part of the United States and I am happy to state that the great majority of newspaper men are men of high ideals, who look upon their calling as one of responsibility to the public and who seek to make their papers agencies to upbuild the best things of life.

In one sense the newspaper is a business enterprise, and as such it should receive sufficient if not liberal support, but in addition to that it is an instrument of public weal or woe. To attain its greatest influence and do the most good it must be free and untrammeled.

The newspaper is no place for the editor to vent his personal spite against anyone. It is no place for him to show his likes or dislikes for individuals. It is no place to show partiality. From a news standpoint all churches and all persons should receive the same treatment. The paper should print all the news that's fit to print or all that the capacity of the plant will permit to be printed. The clean paper will make prominent the good news. From the news standpoint there should be no favorites, rich or poor, high or low, educated or ignorant, should all receive mention when they do anything worthy of mention.

There are things that happen in every community that should not be published. Every editor receives numerous requests during the year not to publish certain things. When these requests come from innocent members of the family, and when they say that the publication of the item will add to their suffering and humiliation, such requests are generally heeded. Editors are human. They would wipe away the tears of humanity, and not cause more to flow. They would alleviate suf-

fering and sorrow. They like to make people happy by giving them a kindly boost. They can overlook the mis-step of the son or daughter for the sake of their past good names. They can condone the first offense if the party is repentant and promises to do better.

When a person commits a crime and is punished by the courts, then it is legitimate news and should be published as a warning to deter others who might be tempted to commit similar crimes.

It is one of the highest privileges of the press to co-operate with all agencies for the moral and material upbuilding of the community. It can supplement the teaching of the home, the school and the church. Its special mission is to agitate and educate. Agitation and education must precede every reform and every improvement in the community. Does the town need paved streets, they come after a period of agitation through the press. Does it need a public library, a Commercial Club, playgrounds for the children, a community building, they come only after the press has agitated and educated for a period of weeks and months. No movement of importance can succeed unless the press gets under it and boosts.

One reason why Billy Sunday has so much greater results from his meetings than he did a few years ago is because the press of the cities where he preaches gives such full accounts of his meetings. More space is given to him than to any other news item. This helps to get everyone talking about him and the result is great crowds to hear him and many hundreds turned away, all of which still more advertises him and helps in the final results.

Why is it that the temperance crusade is sweeping over the country with such strides. It is largely because of the fact that now there are thousands of publications booming prohibition and preaching total abstinence where twenty-five years ago there were but hundreds, and fifty years ago there were only a few. Not only the majority of the weekly papers, but many of the great dailies and the trade papers are preaching temperance. It is in the air, the children breathe it, and they are not slow to condemn the paper that stands up for booze. When the press gets on the right side of any cause and keeps at it, that cause will eventually triumph.

The press can aid Christian citizenship by being clean in its editorials and news columns and also in its advertising columns. Many of the best papers have voluntarily given up liquor ads, and thereby lost many hundreds and in some cases thousands of dollars. No other business is called upon to sacrifice financially so much as the newspaper business in the great reform fights of the day. It is pleasing to note that in most cases the sacrifice is only for a time as the people are more and more demanding that the paper permitted to come into their homes be one that is fit for every member of the family to read. Advertisers likewise like to have their ads in good company and not next to a booze ad.

The press must be on the firing line. It must or should keep a little in advance of the mass of the people. It can be a co-worker for the development of Christian citizenship. The paper that is worth while will have a high standard and constantly work to attain it. Its editor should be a man with the courage of his convictions. Such a man will make enemies of course, but his enemies will be among those opposed to good citizenship. They will be those who love darkness because their deeds are evil.

My friend, H. C. Hotaling, late president of the Minnesota State Press Association, well says:

"The great need of this age is newspaper men who are not for sale, who will not truckle to wealth or power; but who will stand for the right every time. The real want is for editors whom wealth cannot lure or poverty drive from the path of duty; men who cannot be bought, sold, coaxed or flattered, or driven from standing for the right under all circumstances. Men who will condemn wrong in high places. Men who are fearless in the cause of truth, who will stand firm though the heavens fall; men who have courage without shouting it, men who know their message and mission and dare tell it whether popular or unpopular, men who care more for right than riches, who dare to face a multitude in a righteous cause; men who honestly endeavor to make the world better for their existence, whose love of God is shown through love of man, men whose ambition is to serve their fellow men."

* * *

NEWS NOTES OF UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

Despite the reports of unfavorable business conditions, the field representatives of the United Typothetae and Franklin Clubs of America have within the past few weeks reported encouraging results.

* * *

Installation of Cost Systems, Organization Work

Pacific Coast Representative, Joseph A. Borden, closed a contract for the installation of the Standard Cost Finding System in Miles City, Montana, and there is every indication that contracts will be written in two other Montana points. During Mr. Borden's work in this state, seventy or more members have been secured.

In Hannibal, Missouri, Mr. F. W. Fillmore, cost expert, has spent six weeks installing the Standard Cost Finding System in the plant of the Standard Printing Company. Work of similar nature has been done in Nashville and other points.

In the east, Fieldman W. C. Parsons has reported the formation of the Wilkes-Barre Typothetae, with a membership of ten firms. Mr. Parsons is now engaged in organization work in the state of New Jersey.

* * *

Reaching into Foreign Fields

The renown of the work of the United Typothetae and Franklin Clubs of America is not confined to the North American continent alone. Among a great number of requests for special trade information received at this National Office is one from a printing firm in Johannesburg, South Africa, and only in the past few days, the office has been visited by a printer from the Dutch East Indies.

* * *

Los Angeles Working to Make the Twenty-ninth Annual Convention the Greatest

The Twenty-ninth Annual Convention of the United Typothetae and Franklin Clubs of America will be held in Los Angeles on September 21, 22 and 23, 1915. The Alexandria Hotel will serve as headquarters.

The General Committee of the Convention in Los Angeles is making every effort to make this printers' meeting one of the greatest events in the history of the organization. The first of a series of announcement folders has been mailed to the membership and other printers.

The Committee in charge urges members to organize themselves into a "going-to-Los-Angeles-Society" and at

once communicate with the Committee on matters pertaining to the trip.

The headquarters of the Committee are Room 424 Union League Building, Los Angeles.

* * *

The Service Bureau

Within the past month, Leaflet Number Three, entitled, "What the Service Bureau Means," has been revised and two features of service added that have been recently departmentized. This leaflet describes the many features of assistance maintained for the members. This leaflet describes the many features of assistance maintained for the members. Every printer should have a copy of Leaflet Number Three, in order that he may gain knowledge of the immense possibilities of affiliation with the United Typothetae and Franklin Clubs of America.

* * *

Summer School in Printing

A summer school in printing for instructors, will be conducted by the Indianapolis School of Printing. The course as projected will require about eight weeks and will specialize on standard methods and operating systems, in addition to shop practice.

This feature is developing considerable interest and will undoubtedly prove a valuable aid in systematic and thorough trade training.

* * *

Logotype Emblem

The number of members having printed upon their stationery the small size emblem is steadily increasing as viewed by the communications received at the National Office.

It truly indicates that the printers are proud of their affiliation, and that, as has been demonstrated, in many instances, the emblem advertises the establishment represented as a most progressive one.

In one community, many printers operating newspapers, have wisely placed an emblem logotype at the head of the editorial column with the phrase, "Members of the United Typothetae and Franklin Clubs of America."

* * *

The Executive Council of the United Typothetae and Franklin Clubs of America held its regular quarterly meeting at the National Office in Chicago on Friday and Saturday, May 21 and 22. Matters of vital interest to the organization were gone over, and particular attention given to details relating to the Twenty-ninth Annual Convention.

* * *

An Important Decision

An interesting and important decision was recently called to the attention of the National Office.

The Court of Appeals of the District of Columbia recently handed down a decision of great importance to printers throughout the country. Judd & Detweiler, Inc., members of the Typothetae of Washington, D. C., brought suit against a firm of lawyers to recover for the printing of a brief. The lawyers defended on the ground that the printer should have known that they were acting only as agents for their clients, and that the printer was not entitled to recover. The trial court sustained this contention, but in the court of appeals it was reversed in a very well considered opinion. The law was laid down as follows:

Mr. Justice Van Orsdel, for the court:

"We therefore deem the just and equitable rule of law thus established to be that, in the absence of express notice to the contrary, court officials and persons connected, either directly or indirectly, with the progress of the litigation may safely regard themselves as dealing with the attorney, instead of with the client."

Thus the case was settled in favor of Judd & Detweiler. The brief of the case covers many pages, and lack of space prevents giving a detailed report of this very important decision.

* * *

An Indication of Progress

One factor of particular interest to the members of the United Typothetae and Franklin Clubs of America, in view of their support and interest in the work of this organization, is the recently compiled report showing the liberal use of the Service Bureau. Since the first of February, over 800 direct and specific requests for service have been sent in by members. These requests in themselves might not be considered as important, but the very fact that such a liberal use has been made of the bureau is indicative of growth and expansion on the part of individual plant seeking the experience of others.

* * *

What Standardized Cost Finding Methods Will Do

During recent years, the compilation of cost reports by a central agency, purporting to give departmental hour costs, consisted mainly of averages. Such reports have been of value, up to the requirements demanded by the progress made in cost finding and in the practices of efficiency within our industry.

Printers who enjoy the advantages of the cost finding system will appreciate the importance and value of a statement of costs giving a COMPOSITE report of all factors entering into a 9H statement of cost of production (Standard Uniform Cost Finding System), i. e., recording *in toto* upon one statement, under the respective caption or department, the aggregation of each item of expense of individual plant reports, the resultant being not a report of average costs of many plants, but a composite report as of one plant. Such a statement covering the entire year of 1913 has recently been prepared by the American Printers' Cost Commission and the United Typothetae and Franklin Clubs of America and mailed to the membership.

This statement, which was made possible only by the general use of standard cost finding methods, is believed to be the most complete and authentic cost statement ever issued by the printing industry. It includes individual reports representing and furnished by many of the most efficient and progressive plants of the country operating under the Standard Cost Finding System, and, as a result, the findings are better as to costs and percentages than the average plant by reason of greater efficiency in the plants reporting. It might be said that in no other line of manufacture is such a statement possible, because of lack of standardized methods.

Reviewing the possible uses of the individual plant of this Composite Statement of Cost of Production, we find:

It will permit comparisons with the departmental hour costs of the individual plant.

It will permit comparisons of percentages of productive time. A most important consideration, for the unprofitable conditions that exist in many plants today are present because of the unjust proportion of non-chargeable hours.

It indicates how the efficiency of departments can be increased through the compilation of percentages of chargeable and non-chargeable hours, for quite unfavorable conditions may exist when compared to this national average of productive time.

It permits deductions and comparisons with the payroll cost per chargeable hour; the general expense cost per chargeable hour; the comparison of each unit of expense according to department, and a score of other deductions that space does not permit mention of.

To the local organization, it permits comparisons not only with the departmental hour costs of the individual plants, but with the composite average that may be compiled in each respective district.

It will provide dependable data for consideration at weekly and semi-monthly meetings. There is sufficient material in the report to provide for a serial of considerable duration.

It will assist in illustrating the important and various aspects of cost finding to the members of cost classes. It will provide valuable information for the consideration of classes of cost clerks.

The importance of deriving individual plant departmental hour costs can be demonstrated, for the net cost per chargeable hour shown upon this report clearly indicates that the market price of printing today is, on the average, below even the NET cost.

This composite report, in assisting the printer and the community to provide a basis for activity in cost keeping, will stimulate further installation of cost finding systems, and encourage printers with a system in partial use to complete its application and to permanently maintain it.

It is the intention to prepare a similar statement each year, and with the experience gained in compiling the 1913 returns, it is hoped that a Composite Statement for 1914 can be completed during the next few months. There is a surprisingly large amount of clerical work incident to the compiling of this report, and every member of the United Typothetae and Franklin Clubs of America is urgently requested to do his part in this important work by furnishing the National Office with a statement of costs covering the entire year of 1914.

⁂ ⁂ ⁂

A PLEA FOR GOOD TIMES

[Written by W. H. French, November, 1896, but equally valuable in June, 1915.]

"Hard Times! Hard Times! Come again no more!" We all sing it, we all hope it, but do we know what hard times are? We sing it while we eat beef steak at twenty cents a pound, oysters at fifty cents a dozen, and three kinds of bread at the same meal; we shout it while we smoke cigars, two for a quarter; we think it while we stretch our comfortable legs on Brussels carpet, before a blazing grate, with well-groomed boys and expensively clad girls around us; we shout it to our neighbors across our smooth lawns, or through our plate-glass windows; we groan it as we read our morning and evening papers, our plentiful magazines and our costly libraries; we dream of it in our soft and springy beds, while our coal-fed furnace keeps the whole house warm; we maunder about it in our well-equipped offices, shout it through our telephones, ring the changes on it as we send telegrams and take expensive summer outings. We meet in our political, social, literary and business conventions, and ring the changes on it while we are spending fortunes with railroads, hotels, restaurants and places of amusement.

And yet in these days we do not know what hard times are; we think we do, but we do not.

The writer knows of a time within his remembrance—and he is no patriarch, when, in one of the richest parts of one of the most favored states in the Union, the whole town of some two thousand inhabitants possessed altogether not over $300 in money, all exchange was by barter; there was no cash payment because there was nothing to pay with. Among the best and richest families (and there were many who thought themselves well-to-do) beefsteak was a once-a-week visitor; round beef was a luxury; oysters were an unheard-of dainty; corn bread was the usual, wheat the rare food; the cheapest pipe tobacco was a dissipation; cold bed-rooms, scanty wood fires, woolsey and calico were in the house; 6 x 8 window panes were helped out by hats, old papers and rags; a weekly paper was an extravagance, and served several families. Ten books made a good, fair library; beds were slatted or corded; rag carpets were occasional, ingrain scarce, and Brussels a tradition; the sole vacation was a ride to the annual picnic in the one-horse shay; nobody had time, money or heart for conventions or amusements. We men worked from 5 A. M. to 7 P. M. (the aristocrats shortened the time by two hours) and the women worked at all hours.

And yet it is doubtful if there was in those times such a universal spirit of unrest and discontent, such a concert of growling, as today.

Is it fair? Are we just? Can we afford to waste time in bewailing hard times, when times are easy on us; and treat us far better than we deserve.

A manager once said with a chuckle: "the mails have been good to our house today; the first one brought an order in every letter, and the last one brought a remittance in every letter." We all know (mayhap we are) persons who would have said: "Alas, we have fallen on evil times; the first mail brought no money and the last mail brought no trade."

Let us put aside these ugly tempers of ours; look toward the sun; smile at the shadow; all sunshine makes the desert; "it's a pretty world, senor;" enjoy its beauties, let us borrow no trouble, shed light on our neighbors; quit us like men, and times will seem (as they are) good.

Respectfully submitted,

BARNHART BROS. & SPINDLER,
Type Founders, Chicago, Illinois.

⁂ ⁂ ⁂

Ralph H. Turner of Bartlesville, Okla., a junior in the School of Journalism of the University of Missouri, has been awarded the Eugene Field scholarship for next year, offered to the member of his class showing the greatest promise in newspaper work. The scholarship, which is worth about $100, was established at the University in 1913 as a memorial to Eugene Field, a former student of the institution. Money for the foundation was subscribed largely as a result of the efforts of J. West Goodwin, a veteran Missouri newspaper man of Sedalia. This is the first year the scholarship has been awarded.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

THERE is a distinct inclination in modern advertising to cut out all superlatives. Doubtless advertisers have been wont to load their bombs with a superfluity of superheated air. But there seems to me even now to be no reason if you have the best and know yourself to have the best, to say so. Always, however, if you can say so in such a manner that people will believe what you say! And in order to do that, you must yourself believe what you say.

I am today, outside of such severely pure reading matter as I grind out between times, doing the advertising for the two best concerns in the United States in their respective lines. And I am saying that they are the best, or words to that effect; and am backing up my statements with reasons-why that I mean to be convincing, and that ARE convincing, if returns are a criterion. Before the returns began to come in, an advertising agent knocked my copy for the spring campaign of one of the concerns, and took it to the chief of his copy department as data for a more compelling series of ads. The copy-man was man enough to say he could not improve on it, and his reason was that it seemed to be written by a person who had made a study of the subject, and was thoroughly convinced that the statements made in the ad were so. After the first ad was sent to the leading magazine in the United States in the line of which the ad treated of a particular product, the general manager wrote to our firm, stating that it was "the most logical copy" he had ever seen in the field to which his publication was devoted. Yet it bristled with superlatives! But I fully believed what I wrote, and so, however poor the composition of the ad, I couldn't help showing that I had been "shown," and couldn't, had I wanted to, prevent my genuine enthusiasm from sticking out like a whole thumb on a smashed hand.

An ad-writer should shun superlatives except when they are true, and sometimes then. But it would have been unjust to that product not to have told what long study and positive proof had made me KNOW was fact. But "the best because it is" is no reason, and does not sound logical, unless mayhap, some woman utters it.

Really, was all this introduction necessary for the very small ad (to come) that inspired it? Possibly not, but I will have more to say on this "best" business hereafter. In this ad, however, the superlative does not seem to work in harmony with the good old positive. I took it from the program of a church entertainment that entertained me recently.

WATKINS'
BEST BUTTER IS ALWAYS GOOD
31 Summer Street, Somerville
What about Watkins' Other Butter?

✧ ✧

Trade Journals and Local Newspapers should Advertise Their Advertisers' Ads

A man buys a technical paper for the technical information it gives him.

The so-called "pure reading matter" tells him how to do things.

The advertising pages tell him WHAT WITH.

On the theory that "the advertising pages are almost as valuable to the engineer as the editorial pages," H. K. Fisher, head of the subscription forces of the Hill Publishing Company, of New York, has been giving suggestions to its subscription men.

The Hill Publishing Company are well known to old readers of "More Work" because of their famous "Make-it-Pay" department, a real "service" institution for the benefit of advertisers. They are publishers of the Hill Engineering Weeklies: The Engineering and Mining Journal; Engineering News; American Machinist; Power; and Coal Age. The following bulletin was sent to the subscription inspirers of all five with what the company terms "remarkable success":

Economy in saving the cost of an engine stop wrecked this plant. Call this interesting illustration (page 12, Feb. 2nd, Power) to the attention of subscribers. Note the details of the accident given in the fine print. An engine stop would have prevented this disaster. New and up-to-date equipment prevents accidents, cuts down

labor costs, saves steps and worry for the engineer. Wellmade equipment stands the wear and tear of service.

Note the Jenkins Valve advertisement on the opposite page (page 13, Feb. 2nd, issue). One valve was in service for eighteen years. An engineer should try to save himself, as well as the plant. To save steps and labor. The Burt Oil Filtering System saves 50 per cent to 90 per cent over hand oiling. It will save countless steps and much labor for the engineer.

While you are talking the value of equipment and safety devices to the engineer, don't neglect proper equipment for your own work, that means new talking points developed every day by a study of the advertising pages and the reading pages. Don't neglect a safety device of this kind that will prevent your canvass from getting into a rut, becoming a parrot-like talk. New ideas mean new life to a sales talk.

Note the advertisement on page 24. No engineer can afford to miss the advertisement on Boiler-Life on pages 74 and 75. This scale preventive is another labor-saver, worry-saver. Engineers should have a copy of "Boiler-Life Treatise" on the treatment of boilers and feed water. The whole story is told in a few pages.

I don't see why this idea could not be adapted to the advertising addressed to the prospective subscribers of the Hill Engineering Weeklies as well as to the bulletins to the subscription men. Trade papers do not make enough of a fact many subscribers admit—that the advertising columns of trade papers are especially valuable. As an advertising manager I have subscribed to many trade papers more for the advertisements than because of the reading matter, which I did not have time to read—as I should have liked to do—and I know many others who have done so. It is an advertising point to bring home to subscribers and to advertisers, both present and prospective. There are often great possibilities in advertising a product to those who already use it, and who may not realize how good a thing it really is—and for them! There may be uses for the product which the customer never realized, the knowledge of which would assure his constant use of it. Particularly is this the case with a trade paper, which many subscribers do not know how to use in order to get from it a full measure of value. Show them! The subscriber who renews and keeps on renewing year after year is the one worth while.

I believe that the National Printer-Journalist is religiously read by practically all its readers, who are active workers in very high forms of religion. The printers who subscribe to the N. P.-J. do so because they want to read it, and certainly no newspaper man pays cash for a paper that he does not read. The editor—who is both a printer and a newspaper man—has, I believe, the widest intimate personal acquaintance among newspaper men and trade paper men of any editor in the world, and in all probability one of the widest known among printers of any printer. And he says what he thinks, and he does think; and he allows his associates to say what they think, and he prints what his subscribers think, whether he or his co-workers think the same way or not. Printers and publishers like that sort of paper, and they read what Father Herbert says, anyway, and as his remarks are sprinkled over the whole publication, they naturally can't help reading at least some of the rest of it. But there are trade papers—and excellent trade papers at that—which have many subscribers who look through them hurriedly, or do not open them at all! This is not nearly so much the case at present as it was in former days—now the tendency is to have a number of executives and other employes read one copy of a trade paper—but that it is still true is evident to the observant visitors to many offices. The class of subscribers mentioned occasionally make a clean-up of most of the several papers they have been induced to subscribe to some time, either through an advertisement or a solicitor, or through the interest of some former member of the firm or employe. And it takes a pretty smart solicitor—a pretty convincing ad—to get a renewal in a case like this.

Such people should be advertised to as well as prospectives, and before they have a chance to discontinue their subscriptions. They should be shown how valuable the modern trade paper can be in their business, in regard to its articles, its news and its advertisements. There may be some "loss" in such advertising; but I have seen wonders wrought in telling even people who used a product how fortunate they were to have it to use; and in suggesting new uses.

AND WHY SHOULD NOT THE ADVERTISING OF THEIR ADVERTISING PAGES TO PRESENT AND PROSPECTIVE CUSTOMERS BE OF DISTINCT AND EVER-INCREASING VALUE TO THE LOCAL PUBLISHER?

I know of a newspaper in a large city which owed its start to the fact that the full-page "daily store news" of the city's leading store was transferred to it in its early days from a paper with a large circulation, which circulation dwindled considerably on the withdrawal. The city papers that have the most "want" ads have for years made much of their value to subscribers because of this fact. But there are many small centers of in-

dustry where want ads are a very important part of the local paper. But there are very few local papers in the smaller towns that seem to bring home to their local readers the value of their advertising columns TO THEM. And they should! It will prove of real benefit to the subscribers and it will help in getting more advertising. Such articles as that sent to its subscription men by the Hill Publishing Co. are of more value to the advertisers—and far more to the paper—than the ordinary reading notice, which many publishers have done away with—in most cases to the benefit of the advertiser as well as of the paper. Educate the people to appreciate the honest, straightforward advertising matter that appears in your paper as one of its valuable features, and you will please the advertisers, and make them prouder of their paid announcements than they ever will be of the palpable "puff." Believe in your own advertising columns; see that they are worthy of belief; show that you believe in them, and the subscribers and the advertisers will believe in them, too.

The good local paper is a blessing to a community, but it does not live up to its possibilities for good if it is not a good advertising medium. Any good paper can be made so, with enthusiastic work and care and appreciation of the paper's mission in that great force for good—economic distribution. Show your local merchant that in these days, he has much competition from all over the continent that he can meet, to his own benefit and that of your community. The way to meet it is by advertising in a local paper which demands a fair price for its advertising, and fairly demands it because it gives him intelligent service rather than "something for nothing."

A Local Publisher's Circular that is Real Advertising

One of the most remarkable advertising circulars I ever received from a country office—or from any office—is that sent me by W. C. Price, of the Post, Princeton, Mo. It is printed on both sides of a sheet 17 x 5½ inches, and the most of the reading matter is in 6-point, and in blue, but leaded and otherwise daylit, and printed by so excellent a pressman that it is wondrously easy to read. It is also in yellow and red, the yellow being furnished by tint-blocks in a number of comic pictures that are really comic—pictures after the style of those in the Chicago Blade and Ledger, but without their cheap flashiness—for the choice of the ink has been as remarkable as the other detail-work on this circular. The title is, "A Key to 2,318 Prosperous Country and Town Homes," and this is the introduction in 6-point before this title:

"Mr. Advertiser—Manufacturer, Wholesaler, Agent, Merchant, Stock Man or Any User of Publicity: If You will Read this Circular Through, We'll Get Your Business, and That's What We're After." That last touch is the only humor in the circular, outside of the pictures, and the catch-phrase of the Post, "It's a Good Thing to Tie To." As to the pictures, it is evident that these original comic sketches have done much in placing the Post firmly in its post-hole.

"We Invite You," says the subhead to the heading, "A Key," etc., with the 2,318 splendidly displayed, as is its due—"We Invite You to Take It and Enter: Stay as long as You Like, and Tell People Who Are Able to Buy, What You Have to Sell."

Now for the text of the part of the ad that is run in 10-point:

> Here is a Key that will admit you into nearly all the homes of prosperous, happy and up-to-date farmers and country town people of Mercer County, Missouri—where corn grows so big that it took the premium over the world at the Columbian Exposition; where the people are well-to-do, have money in their pockets and in the banks; where they buy automobiles, pianos, improved machinery, blooded stock, and the best that's going; where a crop failure was never known, and probably never will be; truly the favored spot of God's creation! YOU can go with The Post into these homes, sit with father, mother and the children in a big, comfortable chair before a warm fire or out on the lawn—just when they are in the proper spirit to hear you—and tell them of what you have to sell. And if you can convince them that they want your product, you can rest assured they have the money to buy and will not be backward about placing the order. Mr. Advertiser, isn't this worth something to you? To reach the ear of country people you must use their paper—the country newspaper

There is no period, and there follows immediately a reproduction of a first page of the Princeton Post. A fine first page it is—a very fine first page. The cut, I presume, was lent or sold or given the paper by the National Printer-Journalist, for right under the reproduction are paragraphs from Mr. Copper's department of the N. P.-J., in which he praised the first page, and all the other pages of the issue.

Mr. Price started this paper without, apparently, much of a chance, under strong competition, but after beginning to make and run the original cartoons, using them to feature the local news and champion local issues, the popularity of the Post was assured.

On the second page there is a delightful pic-

ture of a boy cartoonist, and the paragraphs, "We Cover the Field," "We're After Business," "Now Let's Get Together," "Our Rates," "Sworn Statement of Circulation" (paneled), and "Our Field," the comic illustrations being appropriate to the text, but the articles being serious as well as strong. As example of this seriousness and strength, the article, "We're After Business," is quoted. It shows that the idea of Service is just as effective in the advertising of country newspapers as in that of print-shops: And it gives that most excellent thing in Advertising or any other form of literature—the Specific Example:

WE'RE AFTER BUSINESS

Yes, we want YOUR business, and will give you full value for every cent you spend with us. Advertisers are well cared for by The Post. We are not content to take your money and run your ad. We endeavor to see that goods advertised in The Post are pushed by the dealers. In this way we have received many repeat orders that other papers do not get.

One instance: An advertising contract for a certain brand of Liggett & Myers tobacco was received at this office. Our representative called on the dealers in the city and found but one of them handling this brand. He told them of the contract we had and urged them to put in a stock. In two months every dealer in the city had it on their shelves, and a few weeks later it was the biggest selling brand in town. Post advertising paid that company; it is yet paying them.

The International Harvester Company advertised manure spreaders in The Post. When the advertising started there was not one of these spreaders in the neighborhood. Before the contract was completed we had the pleasure of seeing a parade of thirteen I. H. C. spreaders pass our office, they having been purchased by thirteen farmers in the county. "It gives us pleasure to announce that The Princeton Post has been retained on our list for the next schedule," wrote M. R. D. Owings, I. H. C. advertising manager.

"Our Field" is largely statistical, but it is just the kind of statistics that is interesting to national and other advertisers. Particularly should this production appeal to advertisers like the International Harvester Company and others who, though they use the farm press, know that it is LOCAL advertising in a good live local paper that is a very vital securer and amplifier of local trade.

The pride displayed in the footnote of this remarkable circular is justified:

"This Circular:—Designed, plates made, and printed in this office. Do you know of another country office that can do it?"

Yes, there are many and many live writers and printers and advertisers among the subscribers of the N. P.-J. that can do such advertising as this; and this is said with all admiration for Mr. Price's splendid production. What is more important, they should do it! This kind of advertising will bring the business, at any rate if persisted in, as is the case with all good advertising. I'd like to see much more of such Reason-Why Publicity as this. The average local publisher is a man of ability and sense; let him apply them to his advertising as well as to discussions of the European War, and he will help even more than he is doing at present in bringing to pass the interactive social and industrial forces that make for continued prosperity and peace.

✧ ✧

Including That of The Curtis Publishing Company

Look through a current issue of the Ladies' Home Journal and see how many businesses there are which would be absolutely impossible without advertising.—Ad of the Curtis Publishing Company, Philadelphia.

✧ ✧

Humor as a Boomer

My esteemed contemporary of the Newspaper Criticisms' Department, sends me this appreciated note with two blotters, one of which is shown as 1a:

Brother Woodworth:—Brother Jerry Dalton, of the Estelline (Texas) News, says these blotters created "SOME" sensation, and likewise brought some business. I send them on to you for comment in N. P.-J.

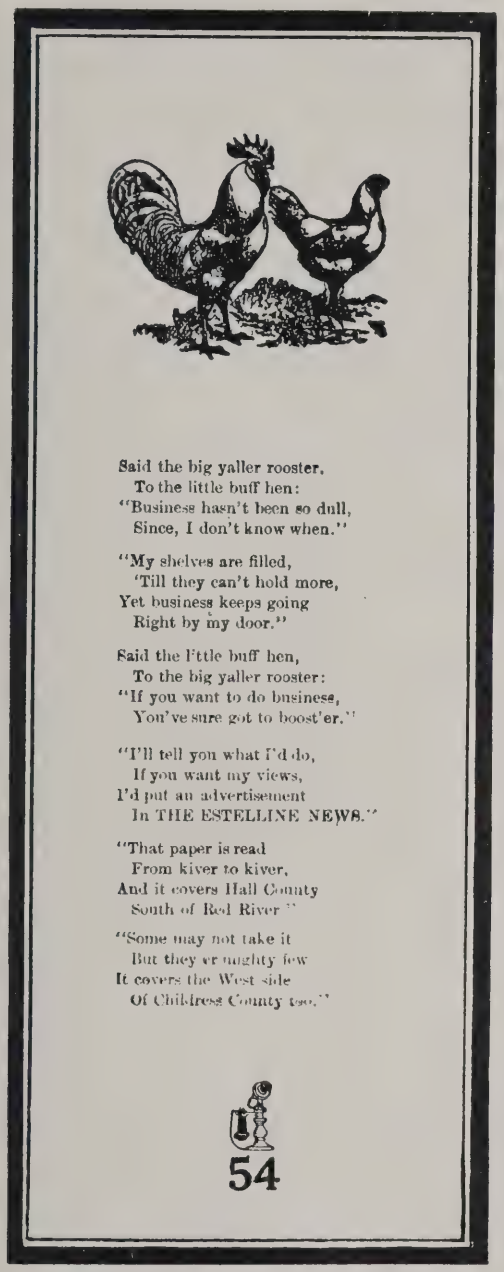
Yours, COPPER.

"Rushed to death."

It will be noted that Brother Copper uses different display on the word "some." It is perhaps a little difficult to "key" advertising like this, and if some business can be directly traced to it, it may easily have brought more. The chrome yellow of the most of the jobs gives them a "different" appearance, and there seems no doubt that they will be read. The two cards provide a spontaneous and lively expression of the merits of what is evidently a good advertising medium, and the fact that the two blotters constitute a series is the feature that probably had the most to do with the "sensation" caused. I call it a good local advertisement, and consider that the mild humor of it does not hurt it a bit—in fact, is what makes this particular piece of advertising good. We are a humorous people in this country, whether we live in Texas or New England—and although humor is sometimes a dangerous thing in advertising as in anything else, I think it sometimes strikes the pocketbook as well as the pleasantly-tingling spiritual funny-bone.

Still, it is a good thing to "vary your discourse." Be serious in some of your adver-

tising, for seriousness has its merits, and there are some solemn folk among possible customers anywhere. There are some statements on these blotters, however, that must ring true to those


Said the big yaller rooster,
To the little buff hen:
"Business hasn't been so dull,
Since, I don't know when."
"My shelves are filled,
'Till they can't hold more,
Yet business keeps going
Right by my door."
Said the Ittle buff hen,
To the big yaller rooster:
"If you want to do business,
You've sure got to boost'er."
"I'll tell you what I'd do,
If you want my views,
I'd put an advertisement
In THE ESTELLINE NEWS."
"That paper is read
From kiver to kiver,
And it covers Hall County
South of Red River"
"Some may not take it
But they're mighty few
It covers the West side
Of Childress County too."
54

No. 1a

advertisers who live in Hall County south of Red River and the west side of Childress County.

An Exhibition of Printing

The first intimation that I had of a very interesting exhibition of printing at the Massachusetts Normal Art School, Boston, was this invitation (2a) issued by one of the exhibitors. I am sorry that absence from the city prevented my spending more than an hour at this exhibition, as I should have liked to give a detailed account of the exhibits.

It is indeed a cheery sign that an art school displays such a splendid appreciation of the art preservative of arts as to go to the great pains necessary to obtain and arrange such a good exhibition, which included exhibits from a number of American cities, and a fine collection of American and foreign posters, displayed on four floors of the building. An interesting feature of the exhibition was the criticisms of students of many well known ads Those I

YOU ARE INVITED TO
AN EXHIBITION OF PRINTING
TO BE HELD AT THE
MASSACHUSETTS NORMAL ART SCHOOL
CORNER EXETER AND NEWBURY STREETS, BOSTON
UNDER THE DIRECTION OF THE
STATE BOARD OF EDUCATION
THE WEEK OF MAY 3 - 10
FROM 10 A.M. TO 6 P.M.

THE EXHIBITION IS UNDER THE DIRECTION OF THE DEPARTMENT OF ART EDUCATION WHOSE PURPOSE IT IS TO CREATE A FINER AND MORE INTELLIGENT APPRECIATION OF PRINTING IN ALL ITS PHASES, AND WILL INCLUDE LETTERING ILLUSTRATING AND PRINTING FROM THE SMALLEST ANNOUNCEMENT CARDS, STATIONERY, BOOKLETS AND CATALOGS UP TO THE LARGEST BILL POSTERS.

THIS IS AN INVITED EXHIBITION - AND WILL INCLUDE THE WORK OF THE BEST ARTISTS, DESIGNERS, ENGRAVERS, AND PRINTERS OF THE COUNTRY.

THE PRODUCT OF OUR COMPANY WILL BE SHOWN IN SOME OF ITS CREATIVE ASPECTS

McGRATH - SHERRILL PRESS, BOSTON
GRAPHIC ARTS BUILDING.

No. 2a

had time to glance at were not particularly complimentary to advertisements of some of the country's greatest advertisers. The criticisms appeared to be just from a purely artistic viewpoint, and yet the ads had decided merit as advertisements, which did not seem to appeal to the temperaments of the critics.

There is no doubt that many a good advertisement is not artistic, and it is likewise true that many such an advertisement would be still better as an advertisement if it WERE artistic. But "Art" is broad as well as long, and some very high forms of it have nothing in common with Advertising. Many undeniably artistic productions intended as advertisements have been failures because their art has detracted from their advertising value. According to

Kipling, the Devil is said to have muttered, "It's pretty, but is it Art?" But the printer's devil, who is a student of publicity, is more liable to remark, "It's artistic, but is it Advertising?"

But the designers of some of the advertisements that were on exhibition would have been helped by the criticisms of the art students to make better ads; though it is not probable that any of the students whose criticisms I read could have, with all their art knowledge, have produced nearly so effective an advertisement as the criticized examples were even without the art. But such exhibitions and such exercises in criticism are bound to help advertising as well as art; and if all advertisers studied art with the same enthusiasm as these students are studying advertising, we would have much better advertising—and more art. One of the missions of Art is to convey messages; and although some art could and should have nothing in common with advertising, many ads are not only less pleasing because of their violation of artistic tenets, but are likewise far less effective as advertisements. The very fact that so many art students found the work of good advertisers so displeasing to them should cause advertising men to see if they can not so combine advertising force with artistic harmony as to make advertisements that would please the most number of people of refined and cultured taste. And a real work of art makes a subtle appeal to those whose taste has not as yet been fully educated.

No doubt some of the criticisms of the art students would not be concurred with by their teachers; and, for that matter, acknowledged art critics disagree, just as other critics; but there is no worker so anxious for the opinions of all concerning his work as the advertising designer. For his work is designed for all; this is even truer of him than of the editor. He should strive to offend none in any way—and those he should not offend include art critics and all lovers of art.

The best advertising designers have themselves made not only a study of psychology and human nature and political economy, by also of art, particularly that branch of art known as composition. Many are graduates of art schools, or have taken special art courses, and surely none should have the nerve to call themselves "designers" if they have made no study of design.

But Art is a vast subject, as are all the others with which the advertising man has to deal, and so it would be a very bumptious designer of advertisements who would consider that he could not learn anything from a student who has spent two or three years in an art school, even if he is something of an art student himself.

In connection with the Art School exhibition, an exhibit of books of old and new masters was shown at the Boston Public Library, which is close to the Normal Art School. Here I particularly noted the wonderful ecclesiastical typography of D. B. Updike, of the Merrymount Press, which indeed deserved a place among those of the master printers of the entire age of printing.

As I have intimated, I wish I had had time to gather material for a full report of the exhibition. I understand that that leader in typographical journalism, Mr. Johnson, delivered an address to the students, that probably opened their eyes still wider to the distinct features in the art of printing. I wish to thank Mr. Barron, who, I believe, was one of the three seniors to whom the success of the exhibit was largely due, and likewise Mr. Beith, of the American Type Founders Company, for their courtesies. This company had an exhibit of printing office material and furniture.

I am told that in all probability the Massachusetts Normal Art School will soon have a course in typography. That it will be an aid to them in their other studies is unquestionable.

I should like to give full credit to all those who helped to make the exhibition a success, but I had time only to glance at the exhibits in both the Art School and the Library; I am in a hurry to catch the mail, and the exhibition is over. But next year I will go early.

✧ ✧

The Letterer is Now a Print-Shop Workman

The page of the two-leaved invitation shown as No. 2a is 10¾x8⅜ inches. The lines and ornament are red, and the stock is antique wove. The lettering is of interest in these days when lettering plays such an important part in printing. The composition strongly resembles the style on some of the great memorials in Boston for which ex-President Eliot of Harvard wrote the words. But it is not one of gloom, which seems to be inseparable from some of the lettering patterned after the well-formed letters on some early New England tombstones.

Another specimen of lettering of this company is shown as 3. One might almost doubt at first glance that the invitation was not set

in some new series of type, so regular are the letters, but this specimen is very evidently the work of the artist unassisted by the type-founder. The two styles are well worth study together. The Ss and Ns and Bs in No. 2a

A CHANGE IN NAME
McGRATH & WOODLEY COMPANY
TO
McGRATH-SHERRILL PRESS

WE BEG TO ANNOUNCE that on April the 15th the name of McGrath & Woodley Company became McGrath-Sherrill Press, the former partners, Philip J. McGrath and Edgar B. Sherrill, having purchased the interest of Edward W. Woodley

Our entire staff and organization remain intact, and we will maintain the same policy of personal and intelligent service to our customers.

McGRATH-SHERRILL PRESS
Graphic Arts Building
270 Congress Street
April, 1914. Boston, Mass.

No. 3

have the larger spaces at the top instead of the bottom—a feature that is common in modern lettering. The superscription and subscription are red.

Elbert Hubbard as an Advertising Man

One of the pioneers in modern advertising has passed from God's composing-room to his make-ready establishment through the tragedy of the "Lusitania." In all the notices of Elbert Hubbard that I have seen since that event, there was no mention of the fact that the Larkin Soap coöperative plan—one of the greatest of all advertising campaigns—was one of the early fruits of his genius. He would have been a far wealthier man had he stayed with the Larkin people, but we would have missed a good deal of fearless philosophy, the trend of which was toward the time

"When the battle-flags are furled
In the Parliament of Man, the Federation of the World."

—when the Earth shall be a sort of combination of Heaven and East Aurora.

The Fra was a voluminous advertising writer, and probably never wrote an ad without a touch of that humor which was occasionally over-exuberant, but was often of the kind that goes straight to the hearts of men. When he felt like it, and abandoned the horseplay of which he was so fond, he could put the facts about anything in so comprehensive and forceful manner as to compel interest, attention and thought. He was a far sincerer man than he pretended to be—ask those who lived with him! And many of the advertisements he wrote rang as true as any advertisement ever did; and an advertisement that rings true is a good advertisement. He believed as few writers have done in Work, and Health, and Coöperation, and Peace, and the Joy of Living; and he put this belief into the advertisements he wrote for his own business, and for many others. He was a man of so many moods and times that his advertising work, as well as his other work, was uneven; but this is the case with many of the world's greatest, in all periods. He was cut off in his full vigor; the work that is now being published posthumously is the best he ever did. Let us have faith that he is continuing his labors in a sphere of clearer vision and of peace. Such a man would surely not be content in a Hereafter where "the laborer's task is done." Let us trust that those who love work as Elbert Hubbard did will find plenty to do of the kind they love, and the conditions all-favorable for doing it.

I have just come across a little circular which was sent by the Roycroft Shop to the ad-men who were likely to attend the convention at Toronto last year. It is admirably printed in the Roycroftie style, and its wording though plain, informative, and direct, has that delicate Hubbardish touch of humor that brightens an advertisement in a way that makes it far better advertising than one that lacks all personality but that of the studiously dull:

TO ALL GOOD AD MEN

The city of Buffalo lies half way between East Aurora and Niagara Falls.

Trains for East Aurora leave Central Station, Buffalo, every little while.

At East Aurora is an art colony, whose members paint, print, model, and occasionally advertise in a modest and discrete way.

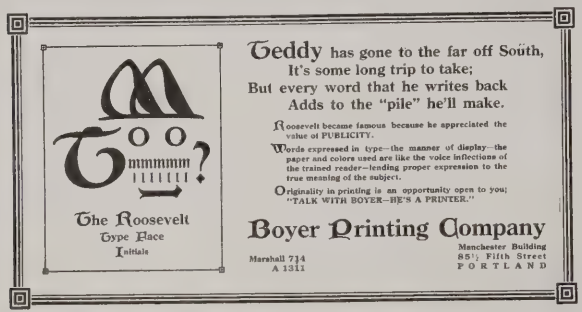
They also publish the Fra and the Philistine Magazines.

THE ROYCROFTERS.

East Aurora, N. Y.

Roosevelt Type that Talks; Caruso Type that Sings

The Boyer Printing Company of Portland, Ore., have been sending out a series of mailing cards that combine a very striking oddity with artistic composition. The colors of these cards make reproduction difficult, but let us try to show "the Roosevelt type face." (4). I do not like it so well as the "Caruso face," which is really artistic, with its large Old English C, and has a distinct tenor. Note. The address side of the different cards shows a masterly


Mmmmmm?
The Roosevelt Type Face Initials
Teddy has gone to the far off South,
It's some long trip to take;
But every word that he writes back
Adds to the "pile" he'll make.
Roosevelt became famous because he appreciated the value of PUBLICITY.
Words expressed in type—the manner of display—the paper and colors used are like the voice inflections of the trained reader—lending proper expression to the true meaning of the subject.
Originality in printing is an opportunity open to you; "TALK WITH BOYER—HE'S A PRINTER."
Boyer Printing Company
Manchester Building
85½ Fifth Street
PORTLAND
Marshall 734
A 1311

No. 4

use, with appropriate decoration, of the style of type used in the odd pictures; and the color-schemes are fine—and appropriate. For instance, the Roosevelt card has a khaki flavor.

"Watch for the next card," says one address-side. "No one can measure the value of an idea." Let us hope this idea paid—the peculiar combination of horse-play and art might not be advisable in some advertising, but the probability is that such typographical "stunts," when combined with the artistic typography that is so particularly in evidence on the address-side of the cards, brought Boyer business. And the picture of Caruso is a speaking—no, a singing—likewise!

* * *

REMEMBERING EMPLOYES WISE AND GENEROUS

A Worthy Method of the Recognition of the Rounding Out of Fifty Years of Business

On May 1st, William P. Henneberry recognized the rounding out of his semi-centennial in the book-binding business in Chicago by making fifty of his work people glad that he had lived so long. He presented each with a life insurance policy of $1,000 with age fund and disability features. Remarks were made by the actuary, who stated that "Mr. Henneberry set himself the problem of figuring out the wisest way to recognize the good work of his employes, and to give them some substantial evidence of his interest entirely beyond and outside of their regular pay. He wanted it to be permanent, not merely a pleasure of the day, but something which would grow in significance and value.

"He often had thought that if death suddenly and unexpectedly should claim any of them he would like to do something for their families or nearest friends. Then, too, he had looked forward to the time when they might grow old in the service of the Henneberry Company.

"In order to make the benefit absolutely sure he has had the scheme underwritten and guaranteed. The Henneberry Company will pay the premiums."

The Chicago Herald said, in its account of the unique and worthy manner of celebrating an anniversary, by giving instead of receiving benefits:

First Job in 1865

William P. Henneberry got his first job as bookbinder on May 1, 1865. After his employers' shop was destroyed in the Chicago fire he started in business for himself, on Oct. 16, 1871. His first "big job" was the binding of receipts and note books for a printer. He went after other jobs, and gradually built up the business. After some time the firm of Donahue & Henneberry was formed.

School-teachers throughout the West and Middle West who taught as long as twenty years ago will remember the "red-line" series of blanks which were put out by this firm.

In 1901 the present firm was organized and the building at Twelfth Street and Wabash Avenue erected. W. P. Henneberry is president, George F. Henneberry, his son, vice-president, and W. P. Henneberry, Jr., is secretary.

Born in Chicago

The founder of the big bookbinding and printing house was born in Chicago in 1848. He was the first pupil enrolled in the old Foster School, and was a classmate of Melville Stone, Charles Comiskey, Mrs. Ella Flagg Young, Robert D. Shephard and others.

When eight years old he sold papers to the residents at the extreme north end of the town, Division Street, and while attending the Chicago High School he was distributor for the Chicago Times in the district, on the southern outskirts of the city, now the vicinity of State and Twenty-second Streets.

The golden anniversary ended with a dinner at George Henneberry's residence in Evanston.

There were fifty large American Beauty roses on Mr. Henneberry's Desk when he went to his office in the morning. There was no work done, however. It was declared a holiday.

* * *

"ELEMENTAL ESSENTIALS"

"Grit, unity, thoroughness and success—these four words sum up the elemental essentials of the successful advertising man, the degree of understanding of which determines his standing in the business world. Mr. Lincoln never had time for superfluous phrases. He always knew what he wanted to say and then said it."—J. B. Dignan, Chicago, before Advertising Manager, Milwaukee.

The Youngstown, Ohio, Ad Club conducts advertising classes in the high schools and gives prizes supplied by the merchants for best and second best advertisements. Much interest is displayed by the pupils and the numbers of advertisements submitted increase from week to week. The results are proving satisfactory in every way. The practice trains in clear, concise, purposeful compositions, and awakens interest, while bringing the writers into touch with business and the business world.

FIFTIETH ANNIVERSARY, ILLINOIS PRESS ASSOCIATION

President's Address, delivered at the Morning Session of the Illinois Press Association at its Fiftieth Anniversary, by the President, J. M. Page, of the Jerseyville Democrat

FIFTY years ago the Illinois Press Association was organized at Peoria and the first President was John W. Merrit. It has been the rule to have a president serve but one year, but this rule has been broken a few times and a president re-elected, therefore there have been but forty-three presidents during the half century of the Association's existence, as follows, sixteen of whom are dead: John W. Merrit, E. H. Grigg, J. R. Mosser, Rodney Welch, E. B. Buck, Geo. Scroggs, S. P. Rounds, J. W. Bailey, Cadet Taylor, E. A. Snively, Chas. Holt, C. B. Bostwick, J. W. Clinton, M. W. Mathews, W. M. Kennedy, J. K. LeBaron, L. A. McLean, Owen Scott, E. B. Fletcher, Thomas Rees, W. W. Lewis, Clinton Rosette, George W. Cyrus, C. D. Tufts, C. M. Tinney, Chas. Boeschenstein, M. F. Walsh, A. C. Bently, Smith D. Atkins, C. W. Bliss, Charles Bradshaw, John M. Rapp, J. B. Castle, H. N. Wheeler, J. C. Adams, S. K. Strother, W. T. Bedford, J. M. Sheets, E. LaHote, C. W. Hughes, Chas. W. Warner and J. M. Page. Presidents Merrit, Grigg, Taylor, Snively, Tinney and Mathews were honored with re-election. There were but few editors present at the organization, but they were workers and the Association grew rapidly and the next meeting was called for Peoria. The third meeting was held in Springfield and the members participated in the ceremonies of opening the first Leland Hotel in that city. The organization grew mainly through the efforts of the late John W. Bailey of the Princeton Republican, and who was an active and honored member up to the day of his death. I find by the records that, in the early days of the organization the principal business was arranging for excursions about the state or to other states, the members going twice to Canada and once to Mexico. That was in the days before the Inter-State Commerce Commission, which shut off the exchange of transportation for advertising. On one of these excursions the members attended the ceremonies attending the driving of the gold spike which united the two sections of the Union Pacific Railroad. When the Association went to the city of Washington, D. C., the address of welcome for that city was delivered by the then Senator from Illinois, John A. Logan. Finally the members turned their attention to their own interests and a committee was appointed to look after legislation either to prevent that which would injure the country editor, or assisting to get some that would benefit. This committee would go to Springfield when the Legislature was in session and remain there for some time, at considerable cost to the Association, but there was no real beneficial legislation passed till Mr. E. A. Snively was, in 1888, made Legislative Committeeman, a position he has held ever since.

I bought the Jersey County Democrat in the fall of 1881, and in February, 1883, joined the Illinois Press Association at Chicago, believing that every editor of the State should belong to this Association, and I will state that at the very first meeting I received inside information, in regard to the purchase of material, to save me over one hundred dollars a year from what I had been paying, and I believe a great many editors of this State who are not members would be as much benefited if they would join.

February 19, 1890, at Peoria, your present President was elected Secretary of this Association. He was not present at the time, being ill at home, but his friends elected him to that responsible position, and he was honored by being re-elected, without opposition, for twenty-four years, when at Chicago, in 1914, although again not present, on account of serious illness of Mrs. Page, you again honored me by electing me President. Those two sessions are the only two I have missed since 1882, when I joined this Association. During the twenty-four years as Secretary, working in conjunction with your Legislative Committeeman, Mr. Snively, a great many laws have been passed beneficial to the country press, the first to come being what was termed the Cowan law, which compelled all treasurers of schools, and highway commissioners, also supervisors, in counties under township organization, to publish a statement of funds received and expended by them. When this law was first passed it was enforced even better than it is today, and was productive of much good, because it brought to light, in many instances, facts that heretofore had been hidden, that was, the misappropriation of public funds, and in several instances treasurers of schools and highways were compelled to resign and make restitution, and in some cases were prosecuted and convicted. Previous to the passage of this law, it was customary for all these officials to make a general statement, showing how much money had been received and how much paid out, without giving publicity to what was done with the money, but when these expenditures were itemized, it was found that several teachers were getting much more money than the tax-payers had supposed, and much more was paid for supplies than was really necessary. It was also found that in some cases funds had been misappropriated. This law has been kept in the statute books ever since, but in a great many cases was not enforced, and it is the duty of this Association, not wholly from a financial standpoint, but a duty they owe the tax-payers of this state, to see that this law is enforced, and these publications made in accordance with that law which distinctly specifies that the treasurer shall make an itemized statement of money received, and from what sources received, and money expended and for what purposes expended, and, although at times there is some complaint made because of the cost of this publication, I find it a general rule that tax-payers do not complain about the expenditure of money, provided they can see it has been honestly and economically spent, and every dollar produces one hundred cents of value, and where these publications are properly made, it gives every tax-payer an opportunity to see wherein economy could be practiced, and he can act accordingly thereafter, and it is the duty, under the law, for the State's Attorney in every county to prosecute the treasurers of public funds if they do not comply with this law. There is no class of people in the world who do so much for the general public for nothing, and who sit quietly by and see their own interests unprotected, as the average country editor. At every session of the Legislature you see the halls and lobbies filled with people looking after their private interests, and wherever a bill is liable to in any way

interfere with certain interests, immediately the people affected pay attention to this legislation and endeavor to either have it passed or defeated, as it may be to their interests, but the country editor is paying too much attention to his efforts to elect some of these people to office, or to mold public opinion, to look after his financial interests, and had not this Association been blessed with so efficient a Legislative Committeeman as Mr. Snively, a good many of these bills would never have been passed, and some of them after being passed would have been repealed, but as your Secretary, I have personal knowledge of his efforts in the behalf of this Association, because he has, during these years, repeatedly called upon me and others to come to Springfield and help him in the work. Probably you do not know, but nevertheless it is true, that the officers of this Association aided largely in getting the amendment to Section 29 of the Act of 1898, by which a full and complete list of assessments shall be published in the newspapers, the personal every year, and the real estate every four years, thus showing to the people of the country the property owned by individuals, and in many cases this publication has brought to light for future assessments a great deal of personal property, because the tax-payers scrutinize this assessment list and where they know they are not correct they can notify the assessor. The publication of the ballot was also brought about largely through the efforts of your Legislative Committeeman, and the officers of this Association, because the bill as originally framed did not have this clause in it, but was inserted upon the showing made by Mr. Snively that it was the best means of showing to the voters the ticket to be voted upon, as it took it into his home through the newspaper, where he had ample time and opportunity to study the different candidates. On two or three occasions efforts were made by some members of the Legislature to repeal the publication of the tax list and this was saved by the vigilance of your Legislative Committeeman, and I know of no others, during the twenty-four years I was Secretary, who have made it their business or have paid any attention to see that any of these laws were passed, or that any of them when passed were not repealed. These laws not only are beneficial to the general public, but they are financially beneficial to the country editor, as he well knows, as it turned into the pockets of these editors from $80,000 to $100,000 a year, yet not one dollar of it is wrongfully taken from the public, but is really a benefit, because, as I have stated, it shows to the tax-payers what becomes of their money and gives them an opportunity to oppose if they see it is wrongfully expended. It is an old saying that there is nothing that will keep people honest and compel them to do their duty, as officials, equal to publicity. The honest man is always pleased to have his books inspected and is ever ready to show to the public from whom he gets his money and just what he did with it, and if there is one who does not wish to do this, it evidently is because he cannot show a clean balance sheet.

We find organization prevails in every walk of life and business, more complete than it does in the newspaper field. Labor organizations multiply daily, all finally coming under one general head, and any one who will note the efforts at Springfield to have laws enacted for the benefit of labor will see the efficiency of such organizations. Corporations and Utilities also organize to look after their interests, but, as a rule, the average country editor goes plodding along, willing to take that which is given to him, and seldom has nerve enough to stand up even for his rights, and, after devoting columns of his paper to the election of officials, does not usually have nerve enough to ask them to do something that would be beneficial to the press. You changed this the past month by asking your members of the Legislature to pass the bill permitting railroads and newspapers to exchange.

From time immemorial up to the passage of the present Public Utility law of this state, the editors of Illinois and the railroads of the state have entered into contract by which they could exchange advertising for transportation, using as a basis the regular lawful and customary rates, but under the decision of the Utility Commission, this right was taken from them, and your President, with the assistance of Mr. Snively, took up the matter of getting the law so amended as to permit this method to again prevail. Your President sent to eleven hundred country editors a circular, asking them to either see or write their Senator and members of the House and request these members of the Legislature to pass an amendment to Section 39 of the Utility Act, as follows: "Provided, however, that nothing in this act contained shall be construed to prevent any railroad or transportation company from selling or granting transportation privileges to the owner or owners of any newspaper or magazine of general circulation, in payment of or in exchange for advertising space in such newspaper or magazine, at the full value thereof." This bill was introduced in the Senate by Senator Bailey of the Danville District, and there being an emergency clause attached to it, was pushed through as rapidly as possible by the Senators. The bills was also introduced in the House by Representative Atwood, one of the members of this Association, but it was thought best that the House bill be not pressed, but that the Senate bill be passed through that body and then passed through the House, as it would facilitate matters very much, and the bill be passed and signed by the Governor, so that the editors of the state could take advantage of it in attending the meeting of this Association at this time. About one hundred of the editors written to paid attention to the circular and wrote or saw their members, and one behalf of this Association, I wish to thank the members of the Legislature of both Houses for their promptness in the passage of this bill. There was very little opposition to it and wholly on the ground that it represented a specie of bribery on the part of the editors, which everyone knows was far-fetched and not true, because this privilege has been accorded to the newspapers for the past fifty years, and never looked upon by either the railroad or the newspaper only as a strict matter of business, many of the railroads refusing to enter into advertising contracts, and on the other hand, most of the larger papers refusing to accept transportation instead of cash. Such a bitter fight was made upon the bill by Senator Hull of the fifth district and Senator Keller of the forty-fourth district, that Senator Bailey, who presented the bill, thought it best to leave out the emergency clause, fearing it would not receive the necessary two-thirds to pass it, but the vote shows that it received 34 votes, exactly two-thirds of the members. In the House we had less trouble and the bill will be made a law next week, but not in time to benefit the members coming to this meeting. Had Senators Keller and Hull permitted the bill to go through without a fight, it would have been passed over a month ago.

I was not present at the last meeting of this Association here in Chicago, but from reading the minutes and from statements of the members who were present, they claim it was one of the best ever held, because it dealt with what we term "shop talk," and attention being paid to the business interests of the members of the Association. We have been prone to gather here and listen to papers upon various subjects, oftentimes an editor, who has not made a real success of the business himself, reading a dissertation upon how to run a paper, and also we have listened to people loudly proclaiming what prices should be charged and those prices not deviated from, and we have learned later that he was one of the first to cut prices.

You also appointed a committee of three members, Fred LeRoy, Terry Simmons and W. T. Bedford, to investigate the present insurance laws of the state, and endeavor to have them corrected, if found exorbitant. Your committee has worked in harmony with the State Superintendent of Insurance, Judge Rufus M. Potts, and some legislation beneficial to the public at large, I believe, will come out of this agitation. Your committee will make its report at this session of the Association.

During the past twenty-five years we have met in different portions of the state in an effort to build up the Association by local surroundings, but I believe the most satisfactory place of meeting has been in this city, where we have always been gladly welcomed by the citizens and the managers of business houses, especially those who deal in supplies used by the country press, and we have always received the glad hand and a heartfelt welcome from the citizens of Chicago, and the magnificent entertainment accorded us at this, our Golden Jubilee, the celebration of our 50th anniversary, surely touches the heart of every editor in the State. We should look upon Chicago as our big sister, and instead of injuring her, or in any manner doing anything that would be detrimental to her, we should feel proud of her and assist in every way to make it the first great metropolis of this nation. Chicago has put the name of Illinois in every nation and in every clime. Go where you will, you will find the Chicago business man has been there before you, and we should all feel proud to know that we are a resident of the state which boasts of such a great and magnificent city. Rising from the ashes of 1871, at which time it was practically obliterated, it now is one of the most beautiful, magnificent cities of the world, second to none in energy and enterprise, and second to only one in the whole United States in numbers.

I think that this Association should pay more attention to public matters than it has in the past, because all of these things, directly or indirectly, affect us. The growth of the state of Illinois is beneficial to everyone, whether he lives in Galena or Cairo, Danville or Rock Island. I have felt this in personally advocating the waterway from Chicago to the Mississippi, which, although a local affair pertaining to this state, yet is of national importance. This is not a partisan movement, as it was advocated first by Governor Deneen, at which time a twenty million dollar bond was voted for the purpose of a deep waterway, and this proposition was taken up by his successor, Governor Dunne, although changed in detail. It was found impracticable, even impossible, to create a fourteen or twenty foot channel from Chicago to the Gulf of Mexico. The expenditure would run up into the thousands of millions of dollars, which were not available either from state or nation, but the deep waterway, as advocated by Governor Dunne, will take care, in a large measure for many years, of the traffic from Chicago to New Orleans. The largest steamboats now plowing the rivers do not draw six feet of water, and barges which would hold hundreds of thousands of bushels of grain, or stock, could be taken from Chicago, and points along the waterway in Illinois, to New Orleans, where they now have terminal facilities for quickly handling all these products, and for which the city and state have expended millions to facilitate the rapid transportation of these products to the foreign countries. We represent the whole state of Illinois in this Association, and we should look at these state matters from a broad and patriotic standpoint. I heard of no opposition to the $300,000 expended by the state to build the levee to protect Cairo, neither did we hear any opposition to the many thousands expended by the state for the protection of Shawneetown and Mound City during the floods. I know of no serious opposition being raised when the militia was called out for the suppression of riots. I know of no opposition made for the appropriation of a million dollars to the farmers of the state to reimburse them for the losses of stock caused by the fatal foot and mouth disease, although a very large number of the counties were not affected. Thus I feel about this great waterway, it will be of direct benefit to all of the state, because it is well known that the price of all farm products, including stock as well as grain, is set in Chicago, and if a greater price can be obtained for these products through shipping them by water to New Orleans, and thence to foreign countries, then it stands to reason the farmer will get more for his products, and the cheaper a thing can be gotten to a consumer, the more can be paid for it to the producer.

These waterways are becoming numerous all over this country, as they are in Europe, as people see the advantages of cheap transportation. Oregon has just completed one connecting with the Columbia River, costing $4,500,000, and the 13th of this month lock No. 17, on the Warrior River, in Alabama, was opened and by it the canal that has been years in building and cost over $12,000,000, will float produce, coal and ore from the interior of that state to the Gulf through the Tombigbee and Mobile rivers, thus showing that the citizens are alive to the fact that those states which cannot get cheap access to the Gulf and thence through the Panama Canal, will lose a vast amount of trade.

We, as editors representing the whole state of Illinois, should join Chicago in its request to the Government for more water to pass through the Drainage Canal and thus furnish an adequate supply for navigation through the Illinois River at all seasons of the year. It is all nonsense to talk about it draining Lake Michigan or the other lakes. These lakes have a greater depth today by ten inches than they had before the Drainage Canal was dug. Over Niagara Falls there passes more than 18,000,000 cubic feet of water per second, yet Lake Erie has never been affected, while the present Drainage Canal carries but 450,000 cubic feet per second. Had there been a high shore around Lake Erie where Niagara Falls now is, and some engineer had suggested cutting a sluice-way through it, what a howl would have gone up from Buffalo and other eastern cities bordering on the lake, insisting that the lake water would all pass over the falls in a year, leaving nothing but sinkholes of the great lakes.

Illinois is an empire in itself and has the millions of

people to make an empire. It contains 56,650 square miles, while England has but 50,840, and Servia, over which so much blood has been spilled, and horrors never imagined even in days of heathenism and barbarism perpetrated by so-called Christian nations, has but 18,650, not quite a third as large as Illinois, and Belgium, the country used by larger nations as a buffer, has but 11,373 square miles within its boundaries, or one-fifth the size of Illinois. Thus you see that we must work one with the other, remembering that Chicago and Cairo, though at the extreme ends of the state, are with and of us, and when Cairo is injured it is as if one had stepped upon your big toe, it hurts and demoralizes the head, Chicago, which has nearly 2,500,000 population, one-half of all in the state. Should we not feel proud to call her "our big and beautiful sister"?

Chicago and the country press must get closer together. Her interests are our interests. Without her we could do little, and it probably will be news to many of you to know that this State Aid Road Fund is contributed to by residents of Chicago far more than by the farming communities which you represent, and whenever you see a piece of State Aid road, remember that the owners of these beautiful residences and business houses in this city have contributed by taxation, and the thousands of automobiles which you see pass have also contributed, far more towards giving you a good road in your country towns than have the farms through which it passes, because, under this State Aid law, Cook County only gets a portion of the road fund, and that to be used outside the city, so when you speed your automobiles, which most of you own, remember that you are indebted, in a large measure, for that smooth piece of road, to Chicago, because so much of this State Aid road tax is contributed by this city, the State paying one-half, and the counties paying the other one-half. It also pays one-half the cost of our charitable institutions and state government, and appropriations for flood disasters and cattle diseases.

In conclusion I wish to thank this Association for the many favors it has shown me during the thirty-three years I have been a member. For fifteen years I was as most of you know, Secretary of the National Editorial Association, composed of editors from every state and in number 15,000, and it was by this Association presenting me as its candidate each year that I held that office, without opposition, until, by reason of serious illness, I resigned. You have been equally kind and forbearing with me in electing me unanimously as your Secretary for twenty-four years, and then made me President that I might serve as your head while we celebrate this, our golden anniversary, and in bidding you farewell and leaving the future work to younger and more vigorous hands, I wish to state that you will ever lie close to my heart and its strings will ever vibrate when any of you are mentioned in my presence.

The bridegroom may forget the bride
That was his wedded wife yest' e'en,
The monarch may forget the crown
That on his head an hour has been;
The mother may forget the child
That sleeps so sweetly on her knee,
But I'll remember you, dear friends,
And all that you have done for me.

BRING THE PRINTER

"Bring Your Printer," says the National Exhibit Committee in advertising the $15,000 exhibit which is so important a part of the convention of the Associated Advertising Clubs of the World in Chicago, June 21 to 24.

"Bring Your Printer" is formal notice that this great advertising association realizes that the printer man is today, more than ever, indispensable in making advertising campaigns successful.

He has the technical knowledge for manufacturing literature that makes the sales.

The thought "Bring Your Printer" expresses clearly the advertising man's desire for closer and more thorough understanding between printer and advertiser in getting better, more resultful printing and direct-by-mail advertising.

If "Bring Your Printer" means bring yourself, don't hesitate, for you will get more than enough ideas to pay you well and ideas are what the printer needs, for more money is made selling ideas than peddling paper and ink.

To get the full benefit of the Exhibit, and the Convention, join the Graphic Arts Department of the Associated Advertising Clubs, H. H. Cooke, 627 West 43rd Street, New York City, Chairman. It costs only five dollars, ($5.00), a year, and you can make your money pay several hundred per cent interest. Write Mr. Cooke for particulars.

* * *

NEW FEATURES OF THE ADVERTISING CLUBS CONVENTION

Chicago will be the scene of the eleventh annual convention of the Associated Advertising Clubs of the World which meets June 20 to 24. This great gathering of the dynamos of the business world to discuss common problems and to advance the banner of truth in advertising promises to hold a unique place in the events of the year.

President Wilson, war conditions permitting, will head the list of speakers. Hon. William Jennings Bryan, John H. Fahey, president of the Chamber of Commerce of the United States, Henry Watterson, George Horace Lorimer, editor of the Saturday Evening Post, and Arthur Brisbane are among others of national prominence who are to address the sessions. On the Sunday preceding the formal opening of the convention, fifty business men of country wide reputation will deliver lay sermons in Chicago churches.

New features include a conference of the teachers of advertising and another of the secretaries of advertising clubs. Departmental meetings of men in the several fields of work give opportunity for a discussion of the problems of various phases of advertising, an arrangement which reflects the new freedom in business.

Amusements include a list of social functions for the ladies, a Gridiron Show to be staged by one hundred and fifty Chicago men, lake and automobile trips. At present, a whirlwind campaign is being waged by advertising clubs in an effort to mobilize in Chicago at full war strength.

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, Box 321, Chicago.

WITHOUT any wish to air my private troubles, I cannot forbear to mention a few of the slips which may happen "twixt the cup and the lip" in making up a journal, in which I have had abundant evidence within the past few weeks. I imagine many readers of this department suspected that something was wrong last month. What with typographical errors, and misplaced cuts, and in some places the entire absence of cuts where they should have been, it was not a department to be proud of by any means. The fact is that the package of cuts got lost somewhere between the engraving shop and the office of the publishers, until their coming was despaired of. In this predicament we were about to work over the department and use such matter as was possible without the illustrations. This process had in fact proceeded to a certain degree, when the expressman drove up to the door with the package from the engraver. This was not only the eleventh hour, but the fifty-ninth minute; and of course you all know how it is when you make up in a hurry—there is always some blunder which does not show at all until it is too late, and then it looms up more prominently than anything else on the page.

And now the printers are waiting again for the department for June. They should have had it a week ago, for I stayed down at the office one evening when I wanted mightily to be at home, and dictated it to the dictaphone. The next morning as I was starting for a train to get me out on some work, I found the office boy in tears. He had dropped the cylinders, and there was nothing left of them but a handful of useless bits of wax. Of course I told him it didn't matter, as one is sure to do when the other party is in tears. So here I am on a Saturday afternoon, when I ought to be at home getting up my screens, pounding away on a typewriter to get my little say before the readers of this magazine. You see I am taking no chances this time of a mishap, unless the sheets should get lost, or burned up, or something.

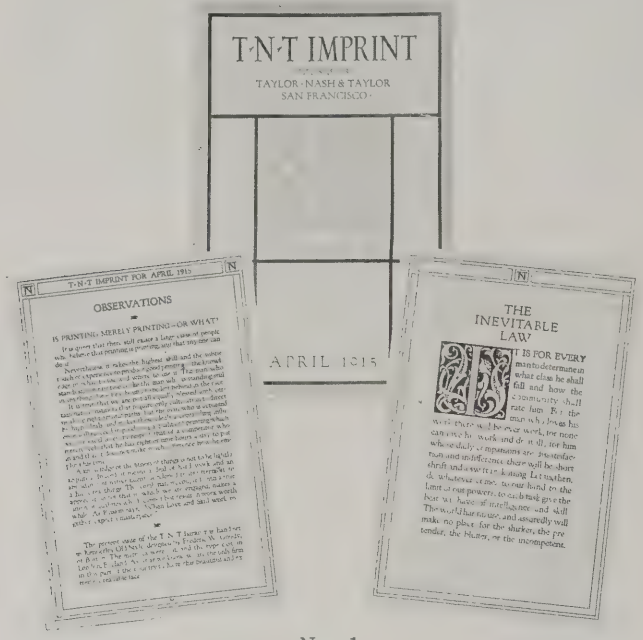
✧ ✧

I remember the first thing I had on those cylinders was a comment on the death of Elbert Hubbard, prompted not only by my desire to express my appreciation of him and my horror at his untimely death on the Lusitania, but also by the fact that on the very day the ill-fated ship was blown up I received a letter from Axel Edw. Sahlin of the Roycroft Shops, telling me that Mr. and Mrs. Hubbard had sailed, and suggesting that the first week in July, just after they were expected to return, would be a good time for me to make a visit to East Aurora — a thing which I threatened to do two or three months ago. But the moving spirit of the place has departed, and it will never be the same again. The Roycroft movement was built up around one man—a man of as brilliant intellect as the generation has produced. We all delighted to poke fun at Elbert Hubbard—but we all would be glad to have his ready wit and his grasp of the English language. He did not deny that he was a philosopher for profit, but he was none the less a philosopher. Hubbard branded this war as "Made in Germany," but little did any of us think that he was to emphasize this by the sacrifice of his life. It was a monstrous thing—this slaughter of a thousand innocents. Elbert Hubbard had his faults; but at least he did something in the world to inculcate the nobility of productive toil, to magnify the arts of peace. And we shall need many such before the last traces of this conflict have been blotted out.

✧ ✧

The engraver surely must have made a mistake in the size of this cut. The intention was to have it large enough so that the matter could be read, for it is well worth reading.

The typographic style, too, is of the very best, as one has come to expect from the house of Taylor, Nash & Taylor, of San Francisco. This is one of the printers' house organs which is

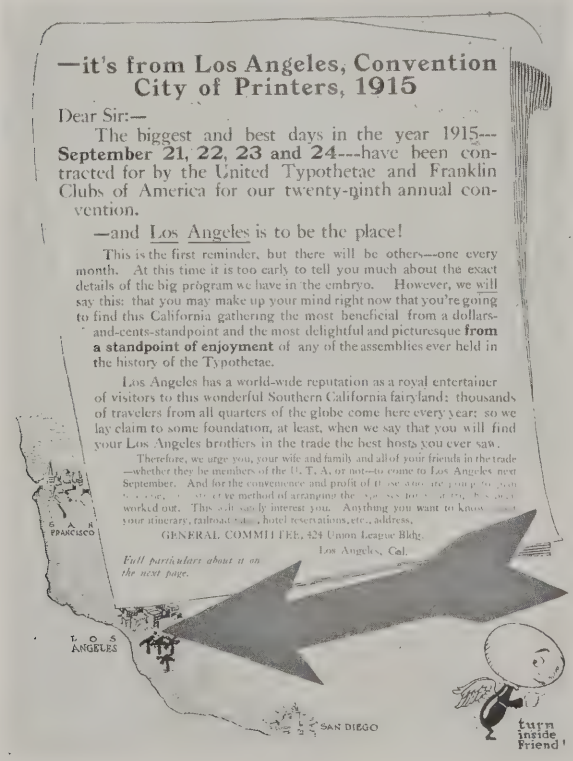


No. 1

filling a real place in the business. If I get out to the coast this summer I shall surely take time to look up this enterprising firm of printers.

✧ ✧

Speaking of the coast, the committee which

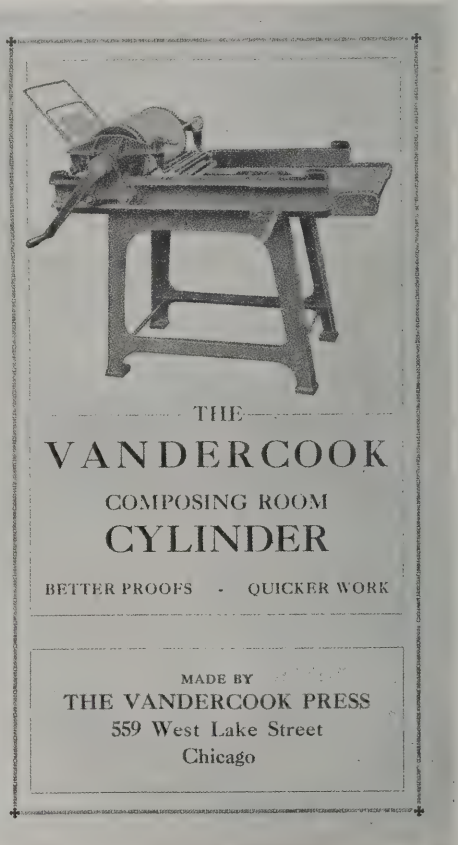

—it's from Los Angeles, Convention City of Printers, 1915
Dear Sir:—
The biggest and best days in the year 1915—September 21, 22, 23 and 24—have been contracted for by the United Typothetae and Franklin Clubs of America for our twenty-ninth annual convention.
—and Los Angeles is to be the place!
This is the first reminder, but there will be others—one every month. At this time it is too early to tell you much about the exact details of the big program we have in the embryo. However, we will say this: that you may make up your mind right now that you're going to find this California gathering the most beneficial from a dollars-and-cents-standpoint and the most delightful and picturesque from a standpoint of enjoyment of any of the assemblies ever held in the history of the Typothetae.
Los Angeles has a world-wide reputation as a royal entertainer of visitors to this wonderful Southern California fairyland: thousands of travelers from all quarters of the globe come here every year: so we lay claim to some foundation, at least, when we say that you will find your Los Angeles brothers in the trade the best hosts you ever saw.
GENERAL COMMITTEE, 424 Union League Bldg.
Los Angeles, Cal.
SAN FRANCISCO
LOS ANGELES
SAN DIEGO
turn inside friend!

No. 2

has in charge the big convention of the United Typothetae and Franklin Clubs of America is getting out wideawake, up-to-the-times printed matter. Here is one page of a notable example.

✧ ✧

Strange how a little thing like an advertising circular will call up a long string of recollections. This writer should perhaps consider himself too young to have "memories"; nevertheless here is a little piece of work which has started the wheels to working. When I first came into the Chicago territory it was for the purpose of taking charge of a newspaper and job business in one of the towns along the north shore. It was on a Monday afternoon in



No. 3

November when I got in from Wisconsin. I spent the evening at the office with the owner of the business; and the canvass which I was able to make even in so short a time was sufficient to show me that the place was absolutely on the wrong track, with little possibility of my being able to put it right. So the next morning I got out. This was a nice predicament for a fellow whose household goods were on the way, and whose wife and baby were waiting for him to find a home for them. But I happened to remember a printing sign which I saw in Evanston on passing through; and I

hurried back to it as a forlorn hope. Here I met a keen-visaged man who either liked my appearance or else was hard pressed for printers, for he told me to take off my coat and go to work. I have to thank R. O. Vandercook for much more than that temporary job; for it gave me courage to believe that I could make my own way in the world, even in the big city. Vandercook at that time was publishing a weekly paper and doing a job printing business; but well do I remember the turn for mechanics which sometimes prompted him to put on overalls and climb inside the cylinder press to work out some pet theory. Now, a dozen years later, I am not surprised to find that he is making the best proof press on the market.

✧ ✧

One can always find something worth remembering in this little house organ of the

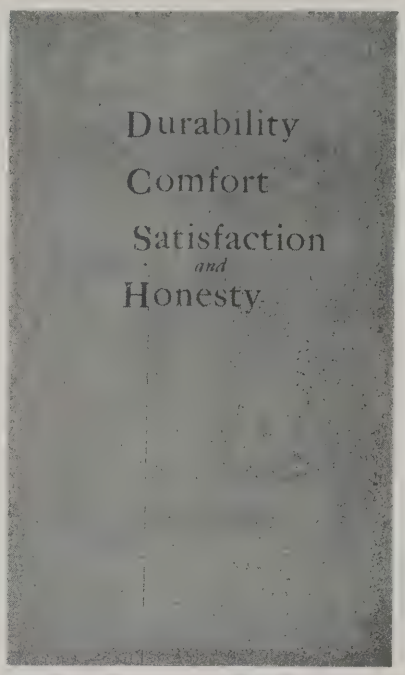
NP MILLS
THE
AMBASSADOR
AND PUBLICITY DIGEST
MAY
Make a man think about printing before he needs it, and when he needs it he will think about you.

No. 4

Niagara Paper Mills. This time it is right on the cover.

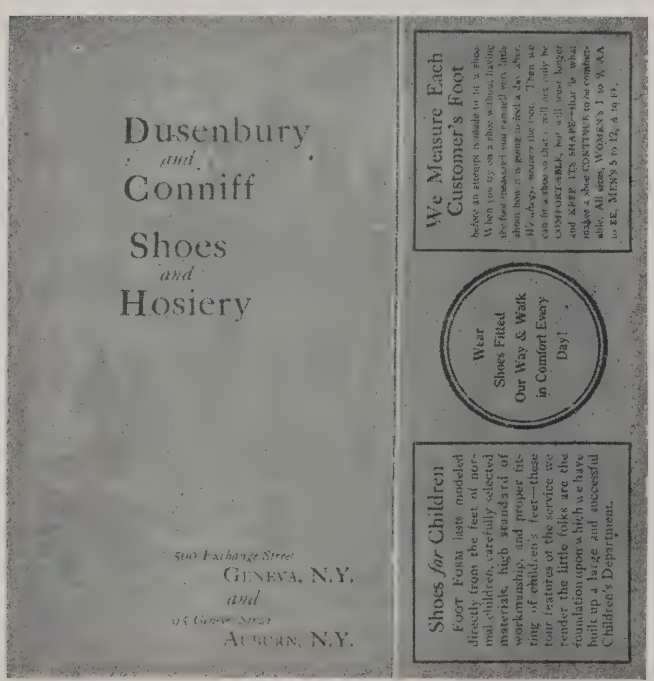
✧ ✧

Here is where the office boy comes in for his full share of blame. The name of the man who sent in this specimen is irretrievably lost on one of those broken cylinders. It is a pity, too, for it is a creditable piece of printing.



No. 5

You can see how it works, can't you? Notice in the first cut that the flap reaches just over



No. 6

to the initials, so that the reading is

Durability
Comfort
Satisfaction
and
Honesty

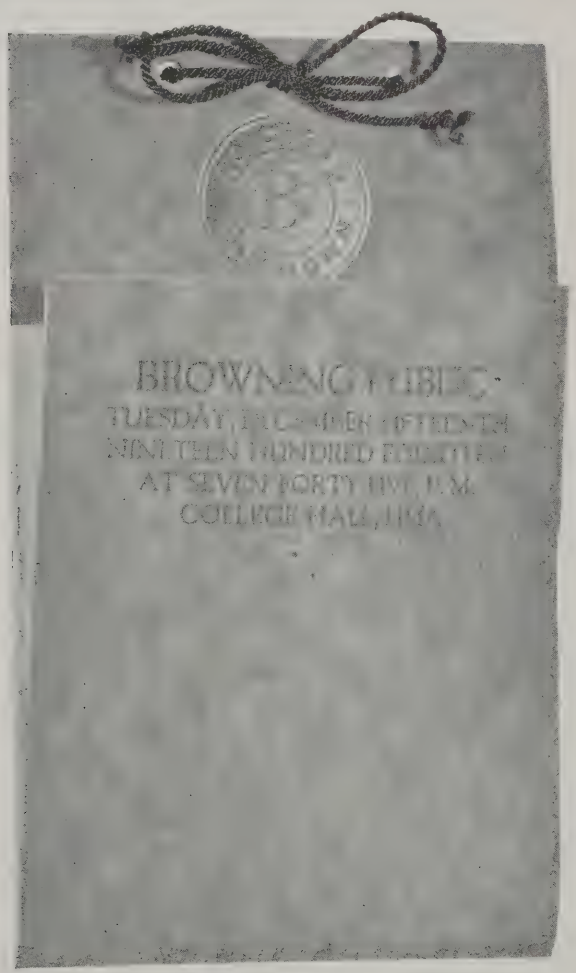
Opening the flap, the same initials are used to make it read

Dusenbury
and
Conniff
Shoes
and
Hosiery

The initials are emphasized by being printed in a separate color.

✧ ✧

Here is a folding concert program from F. A. VanGelder, Lima, Ohio, which I look upon

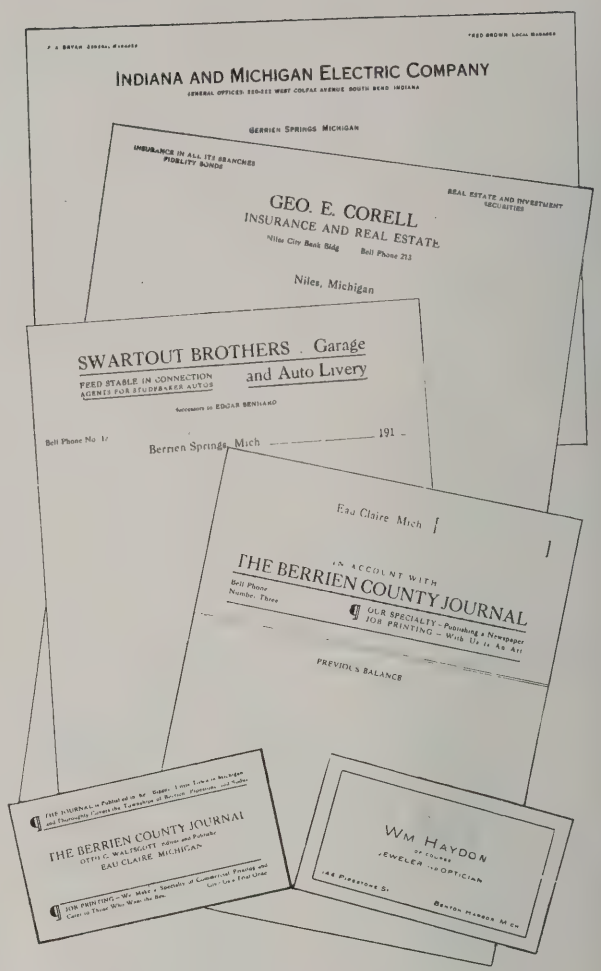


No. 7

with much favor. It is a delight to follow when opened up, and when closed it is nice to take away as a souvenir.

✧ ✧

This little group of really good specimens should have appeared last month, for they are the product of L. K. Boke of Eau Claire, Mich., whose work was mentioned at that time. But they failed to connect up, as explained at the beginning of this department.



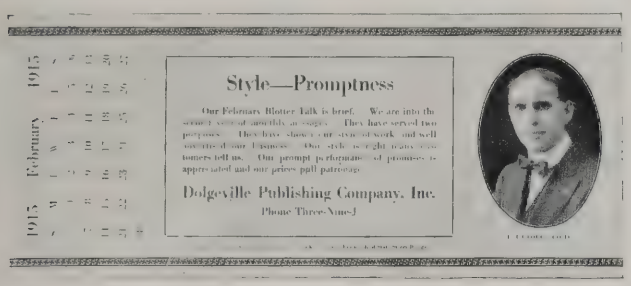
No. 8

Another man whose entirely worthy specimens did not get into the May issue is Joseph A. Weis, of the Capitol City Printing Company,

No. 9

Springfield, Ill. But they look just as good now as they did a month ago, proving that they have wearing qualities.

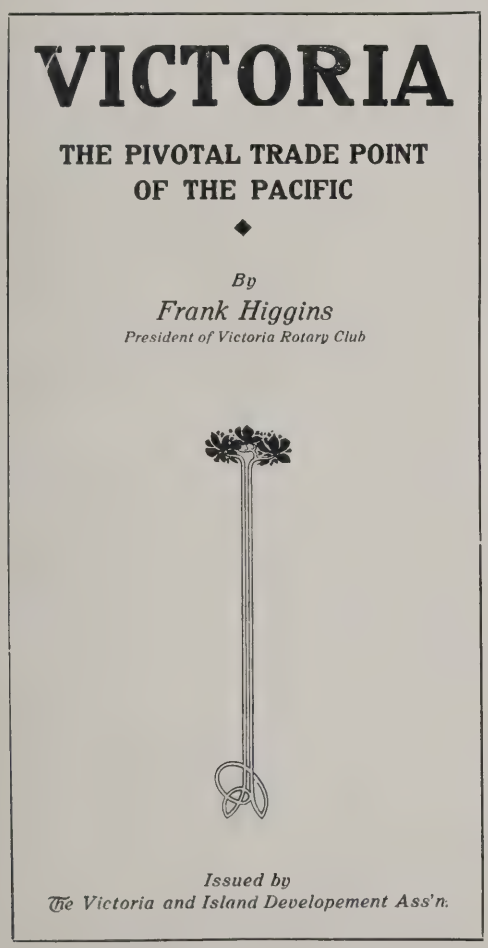
Here is some more printers' publicity matter which lacks the name of the city. "George" seems to be a very good printer, as evidenced



by this blotter and two others which he has sent in, and I think almost anyone would be willing to "let him do it," if they knew where to find him.

✧ ✧

I do not know to whom I am indebted for the little folder of which this is the title page,



and there is no imprint on it. I think the compositor has rather overdone the heavy effect at the top; either he should lighten up the top lines a little or else strengthen up the rest of the composition.

We are also indebted to Gatchel & Manning for a folder on which is shown in elegant style several of the different types of machinery illustrations turned out by this engraving house. One of them is a duotone plate comprising two half-tone plates in two different colors, these plates being made from a drawing which was constructed and perfected by the artists in this establishment from the shop drawings. Then there is a four-color half-tone, a multi-color engraving with a half-tone key plate and tint backgrounds, and finally a half-tone in single printing from a retouched photograph. They are all delightful samples of this class of reproduction.

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This little announcement comes with a delightful valentine, here shown, from the Eclipse Electrotype and Engraving Company of Cleveland:

By permission of Mr. Frank H. Baer, we have reproduced one of his valuable collection of Valentines.

Mr. Baer, as you perhaps know, has spent many years in gathering together one of the most complete Valentine collections extant.

The one enclosed is an English example of the early Nineteenth Century, the date of production being between 1805 and 1820.

The original is a Lithograph and obviously made before Lithography had reached the color printing stage, as it was colored by hand and the work very poorly done.

We have printed the reproduction on a stock similar to the original.

We send same with our **Best Valentine Day Wishes.**

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

IDEAS FROM THE OLD MASTER PRINTERS

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist, 4620 Ravenswood Ave., Chicago, Ill.

A Roycroft Designer

The village of East Aurora is in mourning as I pen these words for a printer and student of the work of other printers—a man of many parts who took little journeys to the homes of the great for inspiration for his own work. The greatness of that work in its various lines will be more and more appreciated (to quote his most searchingly historic and optimistically prophetic lecture) as "civilization moves on." It seems to be moving backward at present, but in the fact that so many are working and planning for a better world after this great upheaval there is hope for a fuller progress than has been.

In philosophy Elbert Hubbard was a follower of the optimistic philosophers of all ages. Some have claimed that he was not original—but who could be original after men like Aristotle and Kant and Spinoza and Paine (to say nothing of other great men who were his contemporaries, but had finished their work when he was taking up his) had said it all before him? However, he talked and wrote and worked in a way that appealed to a wider public than others who had done such talking and writing and working in a more sedate and less popular style. Men who could not wade through the writings of even such a clear thinker as Kant could read Hubbard even when he shocked them. Then he was an advertising genius, and made his Roycroft work more famous than the craftsmanship of William Morris. And he gave such full credit to all that taught him as no other man of distinct individual genius in so many lines has done.

His being an optimist no doubt had more to do with his appreciation of Emerson than his being an American, but it was the gloomier genius of Carlyle in his flashes of optimism and cheer that seemed to impress him most of all. He quoted no philosophy so freely as the phrase of the Scottish philosopher:

"Blessed is the man who has found his work."

Bob Williams of "Funny Dreams" fame, who used to work as a printer in the Roycroft shop, and who has lately blossomed forth as a writer whose work was warmly commended by the Fra just before his death, lately wrote that it is harder to find the work one liked to do than other work. Hubbard evidently had difficulty in finding his—he had hard times and soft times ere he discovered East Aurora—but when it was found, he was indeed blessed.

✧ ✧

Not having been able to write this department for several months, it is only now that I am acknowledging the receipt of a bundle of specimens from the shop that was named by Hubbard after a great English typographical craftsman. Accompanying this was a letter from Axel Edward Sahlin, the winner of twelve prizes in typographical contests in Europe and America, with some of whose work National Printer-Journalist readers are already familiar. Mr. Sahlin's letterhead, long and gray and laid and deckle-edged and beautifully bordered and otherwise, and printed in gray and violet, shows him to be "Art-Compositor and Typographical Designer with The Roycroft Shop, which is in East Aurora, New York." This is the letter:

✖ ✖ ✖

September 5, 1914.

Dear Sir:—Fourteen days ago I returned from my vacation in Sweden. During the summer I took in the printing exposition in London, and the great printing exposition in Leipzig. Most of my time was spent in Sweden at the big Baltic exposition in Ralmö, where my home is.

I am taking the liberty of sending you under separate cover a few samples of my work done at The Roycroft Shop.

Sending my regards, I remain,

Sincerely

AXEL EDW. SAHLIN.

I do not know how long Mr. Sahlin has been at the Roycroft Shop; but it occurs to me that it was not many years ago that his work was reproduced in other departments of this magazine as that of a brilliant typographer in Sweden. Included with these samples, in fact, comes some modern-looking work—in faces that are surely younger than the Roycroft shop, in which the Swedish language, at which I am not an adept, though I believe I can translate the words, "Ring upp telephon 1317." Mr. Sahlin may have done this work on his recent visit to his native land; but he was so evidently kept busy attending printing conventions during his vacation that this of itself presupposes the work to have been composed before he came to the Roycrofters.

Mr. Sahlin has combined a very fine individuality with that of others—and such taking, acting, thinking and giving, and its value in modern typography have been treated at length in other instalments of this department. It is a very important subject. It is the idea back of the good that many of the most original compositors have claimed to have obtained from the reproduction of specimens of idealful typography in this and other magazines.

It would seem that the inspiration for the general style of the Roycroft books came from the all-around genius of Elbert Hubbard. And judging from his freely expressed delight in the work of William Morris, and a general similarity between the work of the Kelmscott Press and the Roycroft Shop, no doubt he received much of his inspiration for the printing as well as the other work of the Roycrofters from that craftsman and teacher. And William Morris was a student of great printers who lived centuries before him. There has been a kind of apostolic succession of the expounders of artistic typography since printing was invented; and naturally printers in different ages have applied their knowledge of the work of others and their own originality to the requirements of their particular time.

There is more good book printing done today than ever before; there are more books printed now than ever before. There has been a sort of revulsion against the opinions of those who ignore the masterpieces of modern painters in their worship of "the old masters." That "all Earth's glory is the Past's" is a wrong idea to hold in regard to painting as well as other things. But in respect to the printing of books, there were certainly giants in those days when Typography was young. Whereas, painting and sculpture took unnumbered centuries for development, printing reached a large measure of perfection in its infancy. Much of this is due, of course, to the fact that it was the offspring of the other arts. And not only the early typographers, but the early type-founders, were full-fledged artists. So today a book that is a close imitation of the work of the early masters is looked on as very good. But there is still scope for delightful originality, though it must have as its basis the perfect art of the old creators.

But this is an age of a science that new conditions have called for as a solver of social and distributive problems. It is far from perfect, in these, its early days, but it has boundless possibilities calling for the application of the original thought of artists in many lines. This is advertising, which depends so largely on printing, and on original printing, compelling printing, good printing.

I have before me three examples of Mr. Sahlin's work in a Swedish office. Two of these are mostly in a type-face whose history shows it to be distinctively American and modern, and also in a pleasing foreign letter whose general style has recently been copied by American typefounders. The colors of the ink and stock forbid reproduction, which is a pity, for the jobs are very modern.

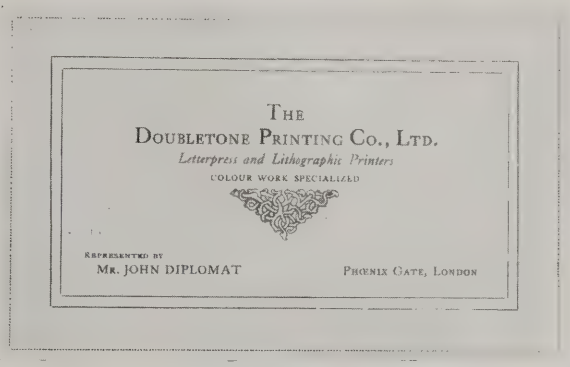
The other is a long folder ingeniously folded so that the title of the matter that is seen when the flap is raised makes a good design to attract the attention, when looked at with the continued border and the coat-of-arms that is on the flap. It is evidently an advertisement for a printing concern. It has a simple, well-composed border, and is set in several sizes of a light and a heavy series of Gothic and in a heavy condensed ceriphed series. The arrangement is first rate, and the distribution of blank space remarkably good. Without knowing what the most of it is about, it is hard to tell whether the best advertising points are displayed, but there seems rather too much display in any case, and the alternate use of the ceriphed letter and the Gothic are certainly not harmonious. The job had the same faults that were very common in American typography a generation ago, but there was no fearful and wonderful twisting of rules, and its virtues were so marked that I am sure that Elbert Hubbard, in looking at such a job, must have said: "This is the man who can sling some style into the Philistine brand of typefest!"

So Mr. Sahlin was hired to increase the brilliance of the East Aurora-Borealic welkin with a few of the pyrotechnics of his own. "Dignified simplicity" is greatly admired, but Hubbard was never an exponent of this in Literature or Art. And it should be remembered that a good deal of what is called dignity is aloofness, and a good deal of what we call simplicity is plain dullness.

Though some of the most artistic creations are both simple and dignified, all simplicity and dignity is not art; neither need art be always simple and wrapped around with clouds of dignity.

The Roycroft individuality admits of both the ornate and the simple; and it has a very taking way.

Here (No. 1) is a card Mr. Sahlin did for an English concern. Many would call this "simple," and many would not. But there is no doubt whatever that it is pleasing and good. This was sent me printed on a sheet of paper; and I presume that the dotted rule on the outside is merely meant to express the confines of the card in the reproduction. If this is so, I wish others would send samples like it. The margin is so important a feature of a card or a circular or a book-page that any aid indicating it is gratefully appreciated.



No. 1

The outer of the two central rules, the Italic line, and the ornament, are orange red, the remainder black.

This card is reproduced as a remarkably good handling of a card with a triangular ornament such as has been used on many such a job reproduced in the N. P.-J. during the last decade. The placing of "The," in the same series as the rest of the firm-name, on one line, is not always happily managed, but here it gives a brave relief from the triangular composition.

A more modern card is Mr. Sahlin's own (No. 2), with the Roycroft mark as a very dainty set-off under the modern composition of long and short lines. How what was termed long-line-short-line composition was

repudiated in the carlier days of modern typography! But it was seldom or never well done; that was the reason.

No. 2

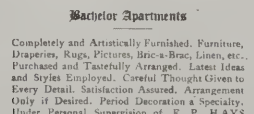
The outer border is in red orange. Many would call this "dignified simplicity"; I should rather term it dignified and pleasing ornateness.

Still another card, more out of the general run than the others, is shown as No. 3a. The lower rules, both of the border and the strip under the telephone num-

No. 3a

ber, are red, as is the ornament. Not by any means does it always give a pleasing effect to take a piece like the border design and put it within the panel formed by the border. Here it does, and this is surely due to the disposition of the blank space.

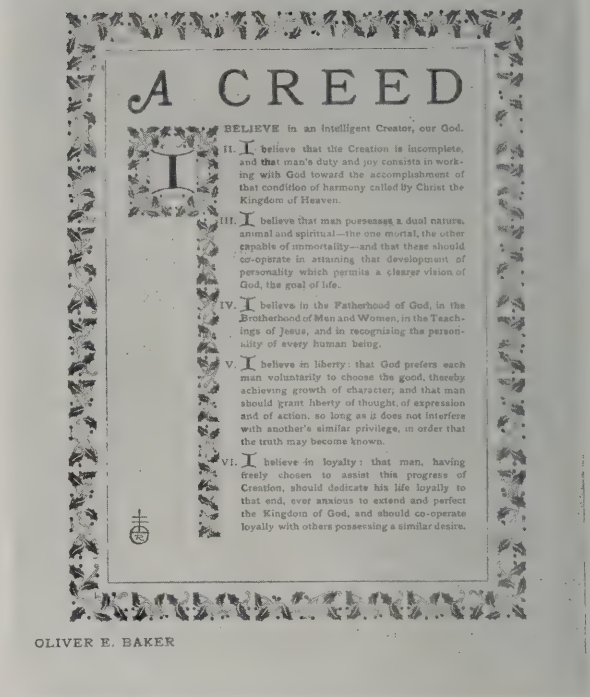
The other side of the card is shown as No. 3b. Remember, that this has an abundance of blank space, particularly at the sides. Only the dash is in red. I would not like to see a dash divide what is really a sentence


Bachelor Apartments
Completely and Artistically Furnished. Furniture, Draperies, Rugs, Pictures, Bric-a-Brac, Linen, etc., Purchased and Tastefully Arranged. Latest Ideas and Styles Employed. Careful Thought Given to Every Detail. Satisfaction Assured. Arrangement Only if Desired. Period Decoration a Specialty. Under Personal Supervision of F. P. HAYS

No. 3b

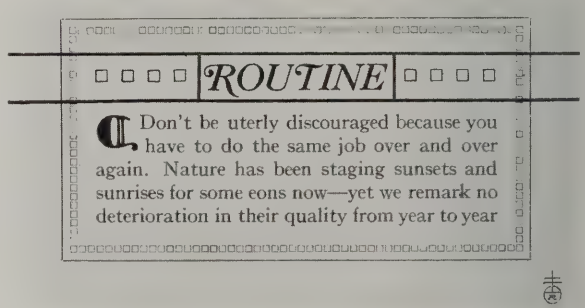
were it in the same color. But here it is all right, especially as the word, "Completely" begins with a capital. Note how the last line is spaced to make a square piece of composition with a display of the name in caps at the very end of the job.

I suppose that the Roycroft Shop has done more for the custom of the sending out by firms and individuals of mottoes and quotations from men like Hubbard and him whom Hubbard called "Robert Louis, the well be-


A CREED
I BELIEVE in an intelligent Creator, our God.
II. I believe that the Creation is incomplete, and that man's duty and joy consists in working with God toward the accomplishment of that condition of harmony called by Christ the Kingdom of Heaven.
III. I believe that man possesses a dual nature, animal and spiritual—the one mortal, the other capable of immortality—and that these should co-operate in attaining that development of personality which permits a clearer vision of God, the goal of life.
IV. I believe in the Fatherhood of God, in the Brotherhood of Men and Women, in the Teachings of Jesus, and in recognizing the personality of every human being.
V. I believe in liberty: that God prefers each man voluntarily to choose the good, thereby achieving growth of character, and that man should grant liberty of thought, of expression and of action, so long as it does not interfere with another's similar privilege, in order that the truth may become known.
VI. I believe in loyalty: that man, having freely chosen to assist this progress of Creation, should dedicate his life loyally to that end, ever anxious to extend and perfect the Kingdom of God, and should co-operate loyally with others possessing a similar desire.
OLIVER E. BAKER

No. 4

loved," than any other institution. The custom has been much in vogue for many years now, and has done much good. Here is a Creed (No. 4) in red and green on heavy brown deckle-edge stock, that I presume Mr. Baker, whose name is attached, sent to his friends at Christmastide. It is a good creed, and it will be welcomed by many who believe in the orthodox creeds, as well as those who consider them outworn.

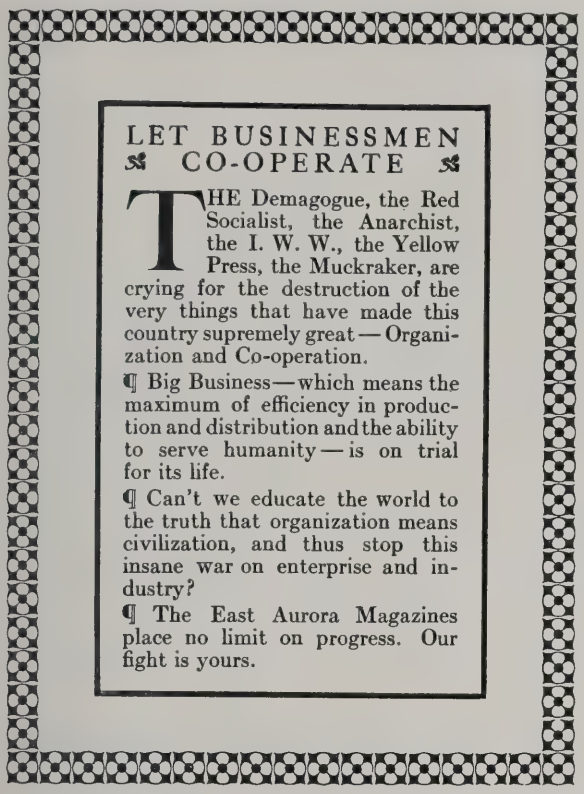

ROUTINE
Don't be uterly discouraged because you have to do the same job over and over again. Nature has been staging sunsets and sunrises for some eons now—yet we remark no deterioration in their quality from year to year

No. 5

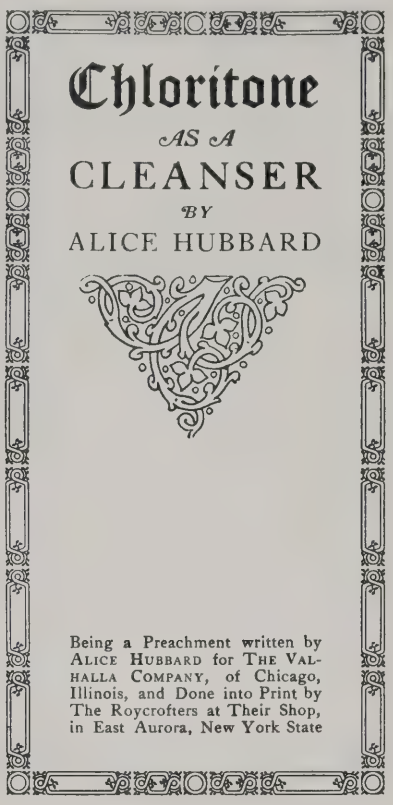
This slip (No. 5) in which the heading, rules and squares are red, and the remainder green, is certainly a remarkable combination of simplicity and strikingness.

This (No. 6a) is a page of a folder, of four pages, each of which, while following a general style, has some little touches that hold the pleased attention. Here the little

ornaments on both sides of the important word CO-OPERATE have a distinct charm. It is subtle little touches of ornamentation like this that serve as a mighty good excuse for its employment by typographers who can use it or let it alone. The rules, initial and paragraph marks are red. It is well known that Alice Hubbard, who perished with her husband, was the writer of books issued by the Roycrofters and articles good enough for the Fra, and from the four-page circular of which No. 7 is the first-page, was as good an advertising writer as her husband, making particularly good appeals to womankind, the folk who do the most buying. The name of the advertised article is in orange red, and the ornament is also in this color, giving another tone because of its lightness in comparison with the large Old English. The words "Alice Hubbard" likewise have a lighter tone from that of the word 'Cleanser." The use of the italics is noteworthy, being in a rather novel keeping with the old style of using italics with roman employed by the early printers.


LET BUSINESSMEN
CO-OPERATE
THE Demagogue, the Red Socialist, the Anarchist, the I. W. W., the Yellow Press, the Muckraker, are crying for the destruction of the very things that have made this country supremely great — Organization and Co-operation.
¶ Big Business — which means the maximum of efficiency in production and distribution and the ability to serve humanity — is on trial for its life.
¶ Can't we educate the world to the truth that organization means civilization, and thus stop this insane war on enterprise and industry?
¶ The East Aurora Magazines place no limit on progress. Our fight is yours.

No. 6a

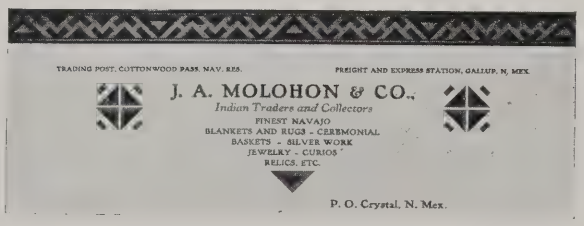

Chloritone
AS A
CLEANSER
BY
ALICE HUBBARD
Being a Preachment written by ALICE HUBBARD for THE VALHALLA COMPANY, of Chicago, Illinois, and Done into Print by The Roycrofters at Their Shop, in East Aurora, New York State

No. 7a

With Mr. Sahlin's work in the Philistine and Fra advertising pages, readers of the N. P.-J. are already acquainted. It is of various styles, in keeping with the advertised articles. The idea is surely to retain the advertiser's individuality, but not by any means to let go of that individuality which makes a certain class of people—the kind who like pleasant incentives to thought, and don't mind being startled once in a while—buy the papers to read. They read the ads, too.

I have before me several specimens of subscription blanks and other advertising matter of Mr. Sahlin's, but these remind one of "The Slave Ship" in their riot of color, and no black and white could give an idea of them.

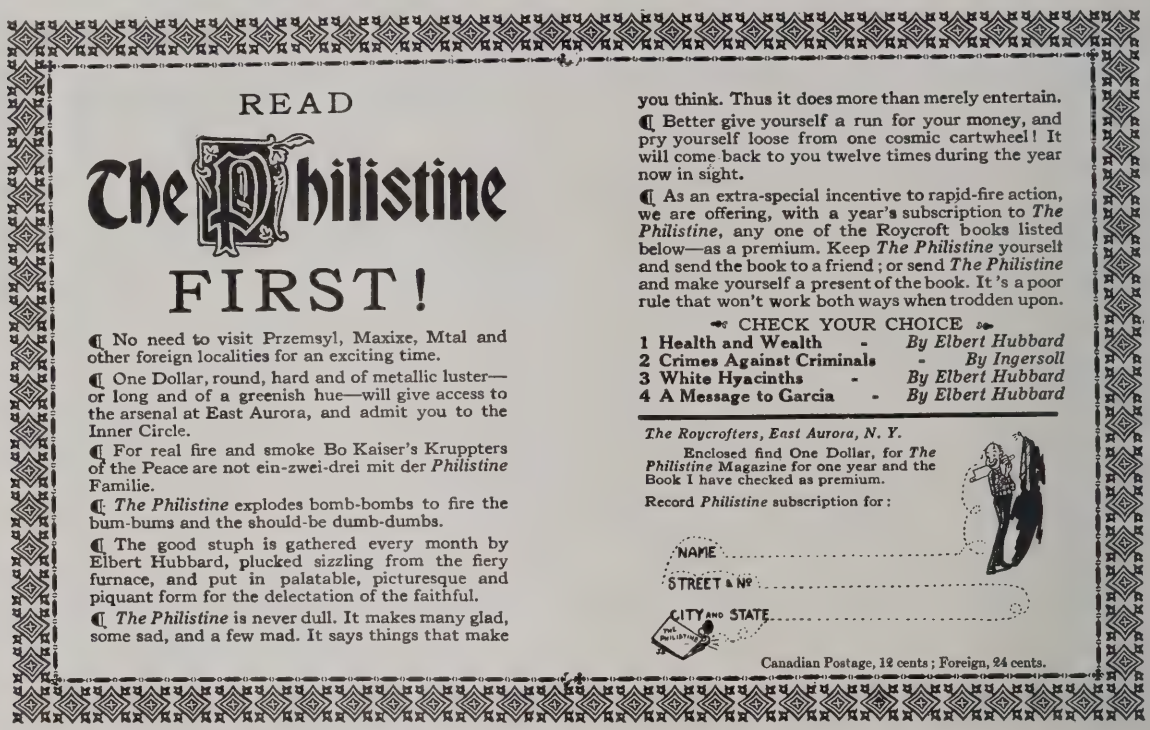
And then I have other work of this versatile compositor done in shades like that of the bird-foot violet, and gold, and grays of the mist. How could I show them? Here (No. 8) is, however, a job in purple and brown of which I should like a halftone made, for it must have pleased the New Mexico firm which doubtless knew, from other work of Mr. Sahlin's that they had seen, that he was the man to give them a certain desired effect. A great deal of this compositor's work that is not shown here owes its chief charm to the use of squares, and of bits of rule like those around the squares on this letterhead. And how well such decoration can be applied to the advertising of blankets and


TRADING POST, COTTONWOOD PASS, NAV. RES.
FREIGHT AND EXPRESS STATION, GALLUP, N. MEX.
J. A. MOLOHON & CO.
Indian Traders and Collectors
FINEST NAVAJO
BLANKETS AND RUGS - CEREMONIAL
BASKETS - SILVER WORK
JEWELRY - CURIOS
RELICS, ETC.
P. O. Crystal, N. Mex.

No. 8

rugs. One other designer I used to know—a former contributor to the N. P.-J.—H. R. Mosnat, of Denver, the last time I heard of him—advertised Navajo products in a full-page ad with a design that I can see yet in my mind's eye. I'd like to hear from Mosnat—and I'm sure he would be pleased with this job. The light effects in the decorations are in a brown—and the line, "Indian Trades and Collectors." The remainder is in a deep purple. The Indians are artists in art that would seem to have nothing to do with printing, but the true artist-typographers can find inspiration in the art of all the ages, and in many ways not available to other artists.

As a closing example of Roycroft typography, I am showing the two center pages of the War Number of the Philistine (No. 9) which Elbert Hubbard, hater and victim of militarism, issued in January. The inner border, the large "P," the paragraph marks and the rule are red. It is appreciated by all who have seen


READ
The Philistine
FIRST!
¶ No need to visit Przemsyl, Maxixe, Mtal and other foreign localities for an exciting time.
¶ One Dollar, round, hard and of metallic luster—or long and of a greenish hue—will give access to the arsenal at East Aurora, and admit you to the Inner Circle.
¶ For real fire and smoke Bo Kaiser's Kruppters of the Peace are not ein-zwei-drei mit der Philistine Familie.
¶ The Philistine explodes bomb-bombs to fire the bum-bums and the should-be dumb-dumbs.
¶ The good stuph is gathered every month by Elbert Hubbard, plucked sizzling from the fiery furnace, and put in palatable, picturesque and piquant form for the delectation of the faithful.
¶ The Philistine is never dull. It makes many glad, some sad, and a few mad. It says things that make you think. Thus it does more than merely entertain.
¶ Better give yourself a run for your money, and pry yourself loose from one cosmic cartwheel! It will come back to you twelve times during the year now in sight.
¶ As an extra-special incentive to rapid-fire action, we are offering, with a year's subscription to The Philistine, any one of the Roycroft books listed below—as a premium. Keep The Philistine yourself and send the book to a friend; or send The Philistine and make yourself a present of the book. It's a poor rule that won't work both ways when trodden upon.
CHECK YOUR CHOICE
1 Health and Wealth - By Elbert Hubbard
2 Crimes Against Criminals - By Ingersoll
3 White Hyacinths - By Elbert Hubbard
4 A Message to Garcia - By Elbert Hubbard
The Roycrofters, East Aurora, N. Y.
Enclosed find One Dollar, for The Philistine Magazine for one year and the Book I have checked as premium.
Record Philistine subscription for:
NAME
STREET & No.
CITY AND STATE
Canadian Postage, 12 cents; Foreign, 24 cents.

No. 9

the Philistine that its title has ever been in Bradley, with the initial; and that Antique Old Style has ever been its body type. Still, me thinks, I see about this ad some ear-marks of Mr. Sahlin's genius as an artistic and likewise as an advertising compositor.

* * *

DEATH OF MRS. JAMES SCHERMERHORN

Mr. James Schermerhorn, of the Detroit, Mich., Times, will receive the sympathy of his hosts of friends in the newspaper fraternity throughout the United States in his deep sorrow over the death of his noble wife. She was an inspiration to her husband in his life and work—a true, helpful and sympathetic companion of a true man. The Gazette of Hudson, Mich., where many years of the early life of Mr. and Mrs. Schermerhorn had been passed after their marriage, he being at that time editor of the Gazette, pays the following tribute to the life and worthiness of the deceased:

Through counsel, sympathy and moral support she aligned herself with the new purposes of patriotic journalism, reserving her personal gifts of music, a sprightly spirit and a joy of living for the tender relationships of mother and teacher and friend. Mrs. Schermerhorn lived in this city for many years following her marriage to Mr. Schermerhorn, then editor of the Hudson Gazette, and in all of these years she was active in the social and religious life of the community as few other women have been. She was highly educated, possessed of an indomitable will and a sweet and gracious manner, which won her hosts of friends.

She did her life's work nobly and well, and her splendid family of four children are the highest monument to her home influence and there she will ever be held in the sweetest and gentlest regard.

Mrs. James Schermerhorn, wife of the publisher of the Detroit Times, died in the family residence, No. 2051 Woodward Avenue, shortly after midnight, Sunday, May 16th. Death was due to acute nephritis, with which Mrs. Schermerhorn was first stricken while visiting her daughter at Oberlin College on her way home from Atlantic City in March.

Adaline Miner Jenkins was the second daughter of Isaac Gray and Rebecca C. Jenkins, of Oswego, N. Y. She was born February 21, 1864, graduated from the kindergarten department of the New York State Normal School in Oswego, and taught in a private school in Highlands Fall, N. Y., and in the public schools of Delavan and Milwaukee, Wis. Her marriage to James Schermerhorn occurred in Oswego July 13, 1891, and four children blessed this union—James, Jr., a student at the U. of M., Gretchen, who is studying at the conservatory of music, Oberlin College; Katrina and Helen C., students in Central High, Detroit.

Mrs. Schermerhorn was a member of the First Congregational Church, Detroit, and assistant superintendent of the primary department of the Bible school. These and school interests which she conceived to be the complement of home activities, defined the range of her mature enthusiasms, except she looked upon the newspaper as a sacred ministry enlisted for the furtherance of the finest standards of home, church and schools.

Family tradition was back of her belief in social progress through journalism, as it was back of her lively interest in the work of the public schools. Her father was an outstanding exponent of clean citizenship and prohibition long before these causes became nation-wide in their sweep.

CAPT. R. D. PARKER AND HIS NEW BOOK, "SATISFY YOUR DESIRES"

AMONG the few old-time members who attended the jubilee meeting of the Illinois Press Association at the Hotel Sherman, Chicago, May 19, 20, 21, was Capt. R. D. Parker, formerly with the Western Newspaper Union, and who now resides at Downers Grove, Ill. He is

as young as ever and the same old genial, liberal fellow as during the World's Fair. All members who were present can vouch for this, as they were presented with a copy of his latest book, "Satisfy Your Desires."

During the past few years the Captain has written several books in connection with his newspaper work. He recently returned from a ten months' trip in California, Arizona and Mexico, where he had a varied experience during the years 1909 and 1910. He was present at the historical meeting of the then President Taft and President Diaz of Mexico at El Paso, Texas and Juarez, Mexico, October 16, 1909.

The Captain spends several weeks during the year traveling and lecturing on Psychology, and teaching physical and mental culture. Members of any press association, who are interested on the above subjects will do well to address him at his home, Downers Grove, Ill., where, as he expresses it, they will always find a welcome and glad hand whenever they come his way.

Captain Parker's latest book, "Satisfy Your Desires"—with a signed copy of which the author has kindly favored us—is devoted to knowledge of self, getting and keeping the desires, the mind, the thoughts, and the spirit, right, and then living a full life, meeting opportunities with perfect health and sanity, overcoming weaknesses, bad habits, and disease. In his introductory he declares, "'Man, know thyself,' is man's only salvation, either in the physical, mental or spiritual world." His quoted foundation maxims from the philosophers are: "Know Thyself," "Consider the End," "Know Thy Opportunity," "There is Nothing Impossible to Industry," "Security is the Percursor of Ruin," "Avoid Excesses."

The following quotations will show the practical foundations of his philosophy:

"Man's attributes and the higher actions of his life depend upon the control of his **mental and physical organs.**

"Perception precedes mental growth, and the first intelligent, intellectual progress of man's mental growth was his ability to observe and perceive, his observation of events and things laid the foundation of his reasoning faculties; then as he progressed he associated that which he had observed with its locality, and the result was comparison duly installed with reason as a basis of all things that might be brought about by **experience.**

"He who consults wisely, then executes his purpose with perseverance, will succeed in any undertaking.

"Man's conscious life is largely a matter of mood—of **mind, heart, soul, spirit**—causing the individual to form habits that for a while may be pleasing to the physical body, but eventually not only wreck the physical but also the **mental, spiritual."**

These principles and ideals are expanded along practical lines, with definite directions for full development, control, preservation or conservation and direction or use of the physical, mental, and spiritual attributes. There are exercises given under each branch that are entirely practical and easy of performance.

Captain Parker's other works are: Physical and Mental Culture; A Psychological Experience with the Devil; My Bunkmate and I; What is The Mind?

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

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BENJAMIN S. HERBERT - - - - - - - Associate

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, ILLINOIS, JUNE 1915

Is it any less an attempt to steal for a firm or company to endeavor, by stealth, to secure advertising space in a publication than to attempt by stealth, to take money out of a publisher's cash drawer? Yet such attempts have been carried on for years, with shrewdness and the expenditure of large sums of money and sometimes the attempted thefts have been successful.

Supposedly commercial-news bureaus have been quite successful in this line of burglary. These concerns, with great adroitness and with an expert knowledge of methods of handling news, have gotten up what purported and seemed to be news reports, in the form usual in the handling of news, and have put on the news reports a release date as though it were important and only to be used by the favored newspapers on or after the dates specified.

Of late, at least, those business or manufacturing concerns who have listened to the blandishments of these fraudulent commercial news agencies and who have employed them to act as their agents to steal advertising space have been the principal losers. They have been confidenced instead of the newspapers and are not to be pitied. They have bought gold bricks to be passed over to others and paid for the bricks out of their advertising appropriations, but the bricks have brought no returns.

Advertising not honestly placed and honestly paid for is not of any great value in any event, for such advertising is generally overdone and bears the ear-marks of deception if not of fraud. Besides this, the firms using such methods to steal adertising with glowing accounts of their wares guised as news, in the end find that they have secured only the ill-will of the newspapers.

The most of such matter finds its way to waste baskets after a glance—that is all that is necessary by the intelligent newspaper expert. The New York Herald has recently put the matter in the following unique manner:

"The merchant who wishes to reach ten thousand waste baskets must pay some one for writing his circular. The printing, the paper, the envelopes, the folding, the addressing, and the postage stamps will bring the cost to a sum that, wisely spent in newspaper advertising would make his wares known to an enormous number of possible buyers."

Very frequently the firm that seeks to steal advertising space pays much more than is indicated by the Herald, for the commercial news agency gets a profit on the space supposedly secured much above the cost of preparing and sending out the fradulent advertising matter and the firm pays without investigation through carelessness or in confidence, relying on the old saying as true, that "there is no honor among thieves."

The publisher who gets caught has himself to blame, but newspapers, on the whole, have real cause for complaint, because such practices or methods destroy faith in advertising and also interfere with the legitimate advertising business. Men will not pay a fair price for that which they are led to believe is being secured by others for little or nothing.

George E. Hall, a member of a prominent Portland, Oregon, advertising company, recently gave an exceedingly instructive and practical talk before the advertising class of the University of Oregon at Eugene.

One of the points made in speaking of the preparation and composition of ads was to compare the ad-writer and designer to the architect, who must have a plan with unity and system combined.

The architect would not place a large window alongside a small one, he would not plan a weak foundation for a large structure. So it is with the maker of ads; he must have every feature combined so as to give life to the work and at the same time place nothing in a near radius, which hurts the eye and jars the artistic sense."

"The first object of an ad is to attract and to get something novel before the eyes of the public, which at the same time will portray your goods in a good sound style and inform the

reader clearly of the wares you have to offer.

"Give the printer good copy and he in return will give good results. Specify, inasmuch as is necessary, as to the details. The ad man who confines himself to as little technical specification as is possible will reap better results than the deep thinker who gives all to the technic."

As wise as has proved independence as to partisan politics on the part of the American press in representing and guarding the interests of their constituents, no newspaper can wisely shirk the duty of insisting upon the honest and efficient administration of all governmental affairs, free from favoritism, graft, individual or partisan ends or interests.

Officials are the representatives and servants of all the people, of the city, state and nation, and should be held strictly to the performance of their official duties. To use administration or judicial offices to advance the interests of a party, clique or ring, except as the same may be advanced by faithfully and wisely—without fear, favor or prejudice — rendering the full measure of service required, is treason.

The modern newspaper that understands and lives up to its high opportunities and duties may do very much toward unifying society, promoting coöperation and helping individuals to an appreciation of community and personal obligation and toward opening the way for individual accomplishment by encouraging and inspiring to worthy performance and the securing by each a place in the sun, a place for work, usefulness, proper sustenance and reasonable profit.

* * *

The duty of the press to strive for the country's well-being has long and frequently been proclaimed and enforced, but the thought has related to the character and reliability of the news, editorial and other departments.

R. O. Eastman of Battle Creek, Michigan, in a recent address before the Milwaukee Advertising Club, quoted a text from the Book of Esther: "Who knoweth but thou art come into the kingdom for such a time as this," and explained that it is up to the advertiser to help make and keep the country what it should be:

"Think of the immense power the advertising man has in moulding public sentiment. We are now going through one of the greatest epochs in the country's history and it is the fondest hope of every man that our attitude of neutrality may be preserved. If we maintain our national self-reliance and a standpat attitude we as a country have nothing to fear over the embroilment in Europe.

We are apt to despise our opportunities. We don't inventory them at their full values. Every one of us has latent power he don't begin to use. If we would take at their full value our opportunities for moulding public opinion, and do it religiously we could accomplish big things."

"I believe every one of us has a manly responsibility for the homes and youth of the country. The only reason objectionable advertising ever thrived was because of a desire to increase circulation and to get more advertising and higher rates. But there are now few vices left in the advertising business. The publishers themselves have taken a radical stand against them, and we have now developed a plane of respectability that is a subject for self-congratulation.

"The newspapers have effected one of the greatest reforms by cleaning objectionable advertising out of their columns. This applies particularly to fake advertising. The very people who were getting the money from the source had the nerve to get together and clean up."

* * *

To dole out or to bestow charity on those who are able to help themselves is a crime, tending to degrade and pauperize the individual, to rob and brutalize the public. The press always has been and always should be, foremost in promoting and upholding wisely conducted charities but should be ever ready to point out defects that tend to weaken or destroy self-respect or self-reliance and insist that while aid to those in real need, sickness or distress should be prompt and liberal, the end should ever be kept in view to encourage, strengthen and build up. The fruits of wisely bestowed charity should not only be immediate relief and becoming gratitude and thankfulness, but the strength, love, hope and will to do.

* * *

There are many objections to the flauntign billboards, from an artistic and sentimental point of view, but should they be brought in line as to morality, good taste and temperance, there would be less complaint, whatever may be the opinion as to the effectiveness or profitableness of this species of advertising that might have been necessary before the universal circulation of newspapers and among scattered populations.

Many of the leading shows have almost wholly discontinued the billboard advertising, using, instead, the newspapers, which now reach every home.

SOME VIEWS AS TO THE MODERN NEWSPAPER AND PRESIDENT HILL'S ADDRESS

The Evening Press

Grand Rapids, Mich., May 22, 1915.

Mr. B. B. Herbert, National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

My dear Mr. Herbert:—I agree with you that newspapers today are more reliable and more solidly influential than ever in our history, but I think that the improvement made is rather in the news columns than the editorial. The successful newspapers today have achieved their place largely because of their impartially independent character and because they devote themselves to the broad public good and not to personal or partisan hobbies. Even the editorials from the standpoint of getting things done are better than formerly, but the old-time editorial had a style and virility that made good reading. However, criticism from men like Mr. Hill should be welcomed. We all have our weak spots and a little humbling and shaking up once in a while is good for all of us.

I will be glad to subscribe for the National Printer-Journalist, and if you will send me bill will remit.

Believe me, with best wishes,

Sincerely yours,
EDMUND W. BOOTH.

The day was when the New York Tribune, or Sun, or Godey's Lady's Book met every want of a certain class, but publications of these types could not remain solvent six months now. The range of demand has widened. The commercial demand for many readers has resulted in the spread of sensationalism, the worst of which is that in pandering to the least worthy element among readers, that element is steadily increased by the food given to it by the education of others in a more or less depraved state.

"A great deal of what is excused as 'giving the public what it wants,'" says Mr. Hill, "is really making the public want what you give. To habituate the the clean-minded reader to stories of crime, of sexual irregularity, of alleged but unproved wrong-doing in high places, to make him suspect eventually that these things are actually the woof of life and not mere blemishes on the fabric, is much easier than to make the vicious-minded man love righteousness and hate iniquity."

To the outsider, he says, it seems that many of the difficulties and shortcomings of newspapers today rise from the effort to cover too much ground at once, and he believes that application of the principle of specialization, with a very concise summary of all the daily news of the world, dictated solely by absolute accuracy in fact and statement, would work well. Next would come a paper of larger size, more detail and description, containing in addition the less important happenings of the day's life; then for mental beginners something more in the line of what is known as the "sensational" paper but with a closer regard for truth and a higher standard of decency. He believes that such a principle of specialization, so that each reader would get exactly what he wanted, forms an exceedingly interesting, important and attractive future possibility of the publishing business.

Specialization has proved successful in every branch of business and it is possible Mr. Hill is predicting in fact the time when newspapers will specialize along the lines indicated. But it is safe to predict that such newspapers will not come until the public itself becomes more specialized in its tastes and loses interest in the human-interest happenings of the world. Until man becomes such a specialist that he fails to take an interest in his neighbors, in their successes and failings, the specialized newspaper of the kind suggested by Mr. Hill will not last long. Mr. Hill's ideas emphasize this fact. He has specialized in business so long that he knows how to make it successful, but should he specialize to the same extent in studying human nature he would discover that it takes a friendly social interest in affairs outside of its own specialty and its own home, even as he himself does, and seeks daily information concerning such affairs in the columns of a newspaper which specializes only in news stated in the same degree of relative importance that the happenings themselves bear to other happenings in every daily life. With Mr. Hill's newspapers, the perspective is the same everywhere; mankind wants scenery which contains not only the plains but mountains and valleys as well. That is what Mr. Hill wants, too.—Kingston, N. Y., Daily Freeman.

Office of the Indianapolis News

May 22, 1915.

Mr. B. B. Herbert, National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

Dear Sir:—I have received the May issue of the National Printer-Journalist and have been pleased to examine hastily the fine tribute of my old friend, Mr. Kennedy to Mr. McCullough; also the address of J. J. Hill. I am pleased to note that you are giving voice to important views that are deserving of attention. I regret that lack of time prevents me from going further into the subject.

Yours very truly,
THE INDIANAPOLIS NEWS.
HILTON M. BROWN,
General Manager.

The Duluth Herald

Duluth, Minn., May 24, 1915.

My dear Mr. Herbert:—I have your favor of the 20th inst., together with a copy of the National Printer-Journalist, and was already somewhat familiar with the contents of Mr. J. J. Hill's recent convention letter at the A. N. P. A. meeting in New York last month.

I believe that there never has been a time when on the whole the newspapers of the United States exercised so wide an influence, or withal an influence so largely for good, as they do today. I believe there never was a time when the newspapers of America approached more nearly to the distant ideal of their high public duty than they do today. While there are no parallels today to the influence exercised by the few great individual editors of the past, since the individual has properly been submerged in the newspaper as an institution, still I believe that on the whole editorials today form a far wider and more far-reaching influence in American life than they ever did before, and that as the newspapers approach more closely to the ideal of public service that influence will increase very rapidly. What will hasten this process is the fact that independence, freedom and unqualified public service and ungrudging loyalty to the best public interest regardless of personal, financial or party considerations is not only ethical, but the best possible business policy, since it assures that public confidence, respect and sup-

port upon which not only subscription lists but advertising contracts and advertising rates are based.

Yours very sincerely,
A. C. WEISS,
President and General Manager.

P. S.—Enclosed also find my check for one year's subscription to your publication. A. C. W.

The Daily Times

Davenport, Iowa, May 25, 1915.

Dear Mr. Herbert:—I have read carefully your discussion of the address of President Hill and also the article by Mr. Kennedy.

My interpretation of what President Hill says can be summed up in a few words. The railroads have suffered materially in the past few years on account of agitation against them, which has been given expression to by the newspapers, and it is not more than natural that Mr. Hill should feel a resentment.

The newspaper of today, in my judgment, compared to the newspaper of twenty years ago, is so much better, so much broader and so much bigger and of so much more value that the comparison is odious. The idea of service has in recent years borne just as much, if not more, fruit among publishers of newspapers as it has among business houses, officials and institutions. By that, I mean service to its readers.

Formerly a newspaper was a blanket affair consisting of only two things—the news as it was received and the personal opinions, the likes and dislikes of its editor or publisher. Today, this idea of service has made a newspaper a source of entertainment, education and profit to every member of the family circle, containing, as it does, departments that interest the men, the women, and the children. It is no longer looked upon with horror if a Republican newspaper gives a fair and honest account of a Democratic meeting. It is no longer considered a political crime if a Democratic newspaper contains a paid advertisement of a Republican office-seeker.

The newspaper of today handles events which it does not approve of as fully and fairly as it does the things it sanctions and favors. It reserves its criticism for the editorial page only, and this criticism in newspapers of today, as a class, is intelligent and fair, not full of bias and spleen, as were the newspapers of twenty-five or more years ago when the editor disapproved of things or events.

I believe today that the influence of the newspaper and its editorial columns is much greater than in the days of Greeley and his type. Their much larger circulation and their greatly enlarged capacity for doing things for their community give strong evidence of this change, to my mind, for the better.

Those who rail at present-day journalism and those who would decry it are, in my humble opinion, those whose toes have been tramped upon, and who are endeavoring to "get back."

If I have expressed anything in this letter along the line which you wish me to, you are at liberty to use it.

With kindest personal regards, I remain,

Yours truly,
E. P. ADLER.

The Sandusky Register

Sandusky, Ohio, May 26, 1915.

Mr. B. B. Herbert, care National Printer-Journalist, Chicago, Ill.

Dear Sir:—I was considerably interested in the address that was to have been given by President J. J. Hill before the American Newspaper Publishers' Association at their recent convention in New York.

I certainly take sharp issue with the statement made by Mr. Hill. If anything were needed to show the power and influence of the press and its editorial columns, President Hill must have learned his lesson from the recent unpleasantness with Germany. Within forty-eight hours the American press, practically unanimous in its editorial expressions in upholding President Wilson's hands, crystalized American sentiment.

I doubt if there has been anything in years past that brought home more sharply, to me at least, a lesson that the American press not only stands for the best interests of all but as the most important factor in American life in moulding opinion.

Very truly yours,
E. H. MACK.

The New Orleans Item

New Orleans, May 25, 1915.

Mr. B. B. Herbert, care National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

Dear Sir:—I have had the pleasure of looking over your papers. It seems to me that the improvement of the press and its growth in power and influence is so apparent that President J. J. Hill's argument scarcely needed the excellent reputation which is set forth in the recent issue of your excellent publication.

The press exercises the prerogative of criticising every other class, individual and institution, and it is my judgment that it is well for men like Mr. Hill and other men of standing to set forth frankly any views that they may have not only on the present tendencies of the press, but the ideals for newspaper development.

The newspaper business, that is the business of printing advertisements and selling newspapers has grown to such a stupendous rate that it has been difficult to develop talent sufficient to handle it ideally in all departments. It is my view that these schools of journalism that are springing up all over the country are excellent things and I am glad to see them multiplying. I believe we will get from them a good grade of young men and that there will be a great additional improvement in the ideals and practices of the daily and weekly press in the next twenty or thirty years.

As to the influence of editorials—they are very important and influential in proportion as they express intelligent conviction in an attractive way and are widely circulated. Newspaper publishers have neglected the editorial side of newspapers and in many cases have economized on the salaries of their editors and editorial writers, with a consequent deterioration in the product. It is absurd that thirty or forty lawyers and doctors and other professional men in every city should have a larger income than editors and editorial writers of the leading newspaper of that city.

With kind regards, I am,

Yours very truly,
JAMES M. THOMSON.

Increased Power

The power and influence of the news columns of the newspapers of the country has increased in the last twenty-five years, undoubtedly, compared with that of the editorial page, but it does not follow that the edi-

torial standing and influence of newspapers has become inconsequential or has actually decreased.

The reasons for the relative change in prestige and influence are two:

First: the great expansion in the news services used by all newspapers. The presentation of the information, thus furnished, gives the reader the facts at first hand on which to base his opinions.

Second: the great increase in the newspaper reading habit has enlarged public intelligence. More people are capable of forming their individual opinions on the facts presented in the news columns than ever before, and editorial discussions have less formative influence upon this class of men than formerly.

This, however, is no evidence of any decadence either in the general influence of the newspapers of the country or in their character. On the contrary, newspapers are more widely read than ever before and have a greater influence upon the American citizen than ever in the history of the world.

This is due, first, to the fact that the newspapers are better purveyors of the news than ever before—print more news more fairly than ever in the history of journalism; and, second, to the unquestionable fact that newspapers gradually are becoming more independent, less venal and more conscientious both in printing the news fairly and in honestly interpreting it, than ever before.

The newspaper press of America is not a perfect instrument in performing its essential function, which is the dissemination of public intelligence, but it realizes its duties and responsibilities more fully than ever in the past and more nearly fulfills them. It is advancing, not retrograding, in the gradual process of its evolution.

SAMUEL G. McCLURE,
Publisher Youngstown, Ohio, Telephone.

The Baltimore Sun

Baltimore, Md., May 28, 1915.

Mr. B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

In my opinion the newspaper's service to and influence upon the public is steadily growing; benefits are being received daily from the newspapers of today that were not thought of ten or fifteen years ago.

The general trend of policy is more conservative. There is 25 per cent less yellow journalism.

The editorial influence has shifted from the sway of one man's individual viewpoint to a well-rounded-out, evenly-maintained, general editorial policy.

Individual journalism is practically extinct, but the general character and tone of newspapers today averages more closely to the standards set by the Greeleys and Medills of the past.

The Baltimore Sun is just as much "The Sunpaper" to the newspaper readers of Baltimore, Maryland, and the Virginians today as it was in the past when Arunah S. Abell was putting into it all the force and vigor of his strong personality. This is not merely the result of the Sun's living up to the traditions of the preceding generations, but also to its having kept abreast of the spirit and best thought of its day. There is daily proof that its editorials have just as much influence and are just as carefully read as they have ever been.

Anyone can easily pick flaws in newspapers. Their crudities are the necessary accompaniment of their elimination of deliberations, but critics certainly cannot in fairness claim that these crudities outweigh the advantages derived by the public from the daily paper.

This briefly outlines my views on the subject.

Again thanking you for your courtesy, I am,

Yours very truly,
PAUL PATTERSON,
Business Manager.

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SUCCESS THROUGH SERVICE

The Daily Press of Illinois in Session

The way to attract national advertisers to the small city dailies occupied the attention yesterday of twenty members of the Illinois Daily Press Association. The Association, made up of the publishers of daily papers in the cities of the state outside of Chicago, opened a two day session at the Hotel La Salle.

By the time Prof. Merle Thorpe, head of the department of Journalism of the University of Kansas, appeared, representatives were on hand from Aurora to Jerseyville and from Moline to Kankakee.

Cites "Tribune" Example

Prof. Thorpe devoted the greater part of his talk to telling the men from the smaller cities how they could do for their communities what the Tribune had done for Chicago. He told how the Tribune had made a sociological survey of the city in order to help the advertisers in their campaigns. He explained, too, that few of the high class publications today will allow advertising which cannot prove effective to appear in their columns.

"The Tribune has a staff of fifty men who are at the service of any advertiser who asks for aid," he said. "They will go any length to coöperate with the advertiser for the elimination of the gambling element in advertising. They will tell him where to place his advertised goods on sale, and they will provide him with all the specialized information they have gathered for selling goods in Chicago.

"Knows Different Elements."

"The newspaper has conducted a careful survey of the city; it knows where the different elements in the population are located, what their prejudices are, how the people live, what they buy, where they buy, what sort of advertising appeal they respond to. The Tribune is in a position to supply all this sort of information for the asking. It has made the Tribune vastly more useful as an advertising medium than it could possibly have been otherwise.

"The attitude of the national advertiser toward the daily newspaper was summarized for me after I had a few talks with some of the biggest advertising men in the country. One day one of them said to me, 'How many of your papers out in Kansas would turn down a cash advertisement for fur coats in the middle of July?' That, you know, is exactly what the best publications, daily, weekly, and monthly, are doing time after time.

Ad Turned Down

"Recently The Tribune was offered an advertisement of a reputable shoe concern. The service department sent out investigators, and for days they were absolutely unable to find a single shop where the shoes were sold or where orders for the brand had been placed. The Tribune turned down that advertising, although the agent through whom it had been offered stated emphatically the company was fully aware of the facts and still desired to advertise its article in the Chicago market."

In the course of his talk Prof. Thorpe drew a picture

of the old-time country editor as "vilifying his contemporaries from the street corners."

"Time was—and not so long ago—when men in almost any walk of life, wholly unprepared, would go into newspaper business because it was an easy field," he said. "Supply houses would furnish them with a lot of equipment at easy rates, and the business naturally fell into disrepute in many eyes when the credit of the proprietor became impaired. The editors had no notion of what their printing was costing them. They became subservient and in many cases actually spineless."

Arouses Wheeler's Ire

This picture aroused the ire of H. N. Wheeler, editor and publisher of the Quincy Journal. He defended the "old time editor," who, he said, was but another example of the great men who did not receive their education in colleges. A number of the other delegates sprang to the rescue of Prof. Thorpe.

"The men who have done things that made this country great were not educated in the colleges," Editor Wheeler maintained. "They learned at the school of experience. Nobody can get at second hand the grasp on things that first hand contact would give him. We're piling millions upon millions down there at Champaign, and we're not getting our money's worth by a long sight."

Improves Papers of State

The professor in reply told how his school is taking a leading part in the improvement of the papers throughout the state. He told how it is making surveys of the Kansas countryside, studying its needs, referring proposed improvements to other departments of the university for consideration, supplying the country papers with news material to educate the rural communities in the lines most needed.

"We sent investigators out to find out the one thing the women on the Kansas farms found most unpleasant," he explained. "What do you suppose was the thing that they objected to most?"

"Washing dishes," James H. Ferris of the Joliet News and Herald surmised after a pause.

Water Supply Important

"That came second," said the professor. "The thing they objected to most was carrying water. That set us to thinking, and we began to investigate water supplies. We found there were a number of good devices which could be successfully installed for as little as $65, and pretty soon, after a campaign of education, we are going to get an appropriation from the manufacturers to push their product in our Kansas communities.

"It also gave us a wonderful opportunity to start a campaign of education for the use of cement walks around the farm. We found that one of the chief reasons for the objection to carrying water was the rough ground over which it had to be brought."

Cost of Paper and Insurance

Before Prof. Thorpe arrived the editors discussed informally matters of business interest, including the price of print paper and insurance.

Verne Joy, head of the Centralia Sentinel, told how he had reduced his cost of insurance "to a figure that I've forgotten because it doesn't worry me any more," by calling in an inspector and making the improvements he suggested.

"I had a little hard luck with inspectors at first, but finally it turned out all right," he explained. "The first time I took them through they raised my rate, but I arranged another call that fixed things up. It looked to me for a while as if I were running my plant in a wooden opera house from the rates they charged me."

Rockford was represented at the convention by the publishers of all three of its newspapers.

"There isn't another town in the state where the newspaper men are on such good terms as in Rockford," said Edgar E. Bartlett, editor of the Rockford Register-Gazette. "We certainly found that it was a good deal easier to take our contemporaries' good intentions for granted than to do the opposite. I believe Rockford has benefited as a result."

Others at Sessions

Others who attended the sessions were A. M. Snook, Aurora Beacon-News; John V. Riley, Rockford Star; F. B. Hanafin, Elgin Courier; H. F. Kendall, Mattoon Journal; K. E. Holt, Kankakee Gazette; J. K. Groom, Aurora Beacon-News; John Sundine, Moline Dispatch; H. F. Pollard, Rockford Republic; James H. Ferris, Joliet News and Herald; Verne Joy, Centralia Sentinel; H. F. Dorwin, Springfield State Journal; James Breed, Freeport Journal-Standard; Charles Boeschenstein, Jerseyville Democrat.—Chicago Daily Tribune.

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NEEDED LEGISLATION

Pittsburgh, Pa., May 28, 1915.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—We are enclosing an article, cut from "The Bulletin," a trade organ of the National Paper Trade Association, about a subject which we think is of equal importance to the Paper Mill, Jobber, and Printer. We hope you will do what you can towards creating public sentiment in favor of a change in this law, as suggested.

Yours very truly,
THE ALLING & CORY COMPANY,
A. H. Smith,
Vice-President and Manager.

There are certain rules of the Post Office Department, which, on account of their inflexibility, not infrequently cause serious loss, which has to be borne by the catalogue maker, the printer, the jobber or the mill, and sometimes this loss becomes a bone of contention among these various factors. If a firm desires to issue, say fifty thousand catalogues, to mail out at one cent postage, they naturally want each one to weigh as near two ounces as possible. There are many chances of error in this endeavor. The dummy which will weigh, let us say, slightly less than two ounces, may be trimmed closer than the finished catalogue; the scales may not be in perfect balance when the dummy is weighed; or the paper in the dummy may be under nominal weight. Then when the catalogue paper is made it may run a little over weight, or the weight may vary, say from 5 per cent under to 5 per cent over the desired weight. This is not an unusual variation, and in coated paper the variation is apt to be more than this.

Referring again to the hypothetical issue of fifty thousand catalogues, after they are ready to be mailed it may be found that they are all a fraction of an ounce heavier than two ounces and require one cent each more postage, involving an additional expense of five hundred dollars; or, one-half or one-third of them may be over weight, involving the labor of weighing each one of them separately and placing the additional postage on the heavy ones.

This not only causes extra expense, but takes valuable time, delaying the issue of the catalogue which is probably already past due. Then comes the fixing of the blame, which is apt to cause considerable friction, and in the end is usually saddled on the paper maker, because he could not make every sheet weigh within the specified limit.

The Government requires exactness, and paper making is not one of the exact sciences. Instances of this kind are not at all rare. They are of almost daily occurrence in our larger post offices. The Postmaster in one of our large cities told the writer that there was trouble of this kind in about 20 per cent of the catalogues mailed at his office. Sometimes the trouble does not end with the mailing. Occasionally where only a few copies are overweight, they escape the inspection of the office where mailed, but not so the lynx-eyed country postmaster who takes particular delight in holding for additional postage any piece of matter that overweighs the smallest fraction of an ounce.

It would seem that there ought to be some remedy for an evil so pronounced and of such long standing. The fact is—the remedy is very simple and very practical, but not easy of application because it is necessary to have an Act of Congress amended or repealed and this is not an easy matter. The Act of April 28, 1904, provides, "That postage shall be fully prepaid thereon at the rate required by law for a single piece of such matter."

The remedy I suggest is that permits should be issued upon prepayment for five hundred or more catalogues (the minimum is now two thousand) at a pound rate of 8c per lb. This would solve the whole difficulty. It would not only be fair to the distributor of catalogues, but would relieve the department of considerable extra labor and annoyance. The Post Office Department would probably raise the objection that it would reduce the revenues on this class of matter because the Government would no longer receive one cent extra for every fraction of an ounce overweight. The answer is—the Government is not entitled to this unearned increment. Under the present law the Department is demanding pay for something for which it does not give value received. Publications entered as second class matter pay one cent per pound for actual gross weight regardless of the weight per piece, while the sender of fourth-class matter pays at the rate of 8c per pound with an additional amount for every fraction of an ounce over or under the prescribed weight. If the catalogue weighs 1½ ounces he pays for two ounces. If it weighs 2 1-16 ounces he pays for four ounces or at the rate of $2.56 per pound for the 1-16 ounce overweight.

This absurd and unjust situation is the consequence of the Government applying a rule which is obviously necessary for a single piece of matter to large quantities of mail matter, which should be treated as a wholesale quantity and not as though each piece were mailed separately.

This is a question which calls for united action of the printers, paper jobbers, and manufacturers in an endeavor to have the law changed and this evil corrected. It is to be hoped that this will receive the consideration of these several organizations.

As to the minor question of lowering the limit from 2,000 to 500 pieces where permits are granted, this was fixed by act of Congress and consequently will require action by Congress to effect the change. It would be a great convenience to many, and could no doubt be done if sufficient pressure is exerted upon the members of Congress both by our individual members and the various associations.

Watchman and His Hut on the Chicago Lake Front
(Photo by E. S. Hanson)

"FALSE AND FRAUDULENT ADVERTISING"

Address delivered by Emil M. Scholz, publisher of the New York Evening Post, at the Eighth Annual Conference of the Weights and Measures Officials of the State of New York on May 20th at the Hotel McAlpin, New York City.

AM not attempting to deliver an exhaustive treatise on false and fraudulent advertising. My remarks are intended to bring out the point that the newspapers generally are in full accord with the movement to exterminate the faker in advertising.

Advertising fraud both thrives and dies by the light of publicity. Many swindlers find publicity either through the advertising columns or the news columns of a publication. So long as they can play their game to the tune of their own music they wax fat. As soon as the sentinels against dishonesty, particularly the daily newspapers, put the calcium on them they shrivel.

It requires no strong stretch of imagination to recall the blissful days of twenty or twenty-five years ago, when in the average newspaper office many advertisements were blindly accepted, as long as the advertiser was willing to give his certified check for payment in advance.

Mining frauds, medicine frauds, quack doctors, and mail-order frauds were conspicuous, and I am ashamed to say that by some newspapers in different parts of the country advertisements of quack doctors are still accepted.

The awakening of the public conscience has been in keeping with the trend of American business housecleaning, and many of the most prosperous newspapers of today are in the vanguard. In the free and easy business morals of a generation ago you will find many conspicuous examples of high-minded publications who scrutinized every line of advertising that went into their columns, and they did not put it up to the reader to determine whether or not the offer was fradulent.

No longer do you put your dime in an envelope and send it to the advertiser, who promises you a fine steel engraving, and get a nicely engraved postage stamp in return. In days gone by the newspaper laughed at the finely worded bait of the faker, and that ended it, but Uncle Sam has taken decisive steps to eliminate the faker, spurred on by high-minded publications and by an awakened public conscience.

According to Printer's Ink, in their issue of March 3, 1915, the annual report of the Postmaster-General for the fiscal year ending June 30, 1914, states that 364,000 cases of fraud had been disposed of during the year, and that the promoters of those fradulent schemes received approximately $68,000,000. The only thing that will stop that sort of thing is the strong arm of the law. Preaching will not stop it and philosophizing will not heal the hurt. We might as well go up and down the land denouncing burglary, and moralizing upon the certain ultimate fate of those who break into other people's houses. We could get 99 per cent of the public to agree with us perfectly, but in the meantime the other 1 per cent would be breaking into our houses and walking off with the solid silver—that is, unless there is a law making burglary a crime, and a police force that will enforce the law.

There may be just as many people living in the United States today with the intention to commit fraud as we had a generation ago—perhaps more—but the operation is more difficult; the path is not so broad, and free, and easy. Thanks to the newspapers and the moral force back of them.

In discussing the matter of fraudulent advertising, and particularizing in its affecting newspapers, I want to emphasize that the average newspaper is just as anxious to protect its readers as the readers are to protect themselves. Fraudulent advertising, if considered on a percentage basis, shows that the newspaper portion is very small indeed. During April, 19'5, the seventeen daily newspapers in New York printed over nine million lines of advertising, and I would venture to say that the smallest fraction of 1 per cent of the total may have been tainted with any probability of fraud. It is not necessary for a newspaper to shout its virtue from the housetops. To be virtuous all advertising must be scrupulously watched to eliminate fraud and the only reason why a newspaper deserves to exist or prosper as an advertising medium is because it is clean.

We have some canker-sore newspapers and publications and we have some holier-than-thou advocates of business ethics. Witness the success of the newspapers that are run honestly, not only in their editorial convictions, but in their business policy, and in their enduring power. It is amusing to witness newspapers with no volume of advertising rise in righteous virtue and say, "Oh, how spotless we will be if we receive only the spotless business we covet." Contrasted are the smug prosperous newspapers in some communities who have a large volume of advertising receipts in their coffers, willing to let their readers take the benefit of the doubt when it comes to questionable announcements—they are not numerous I can say.

One duty of a newspaper in its community is to ferret out the frauds and to put the brand of false trading upon them. The merchant and business man, as well as all good citizens, can greatly assist stamping out the fraud by protesting to a publication whenever they observe a misstatement or untruthful announcement in such. The biggest weight of influence with a newspaper is the reader, and, as most publications depend upon advertising for their chief source of revenue, the United protests of readers of the publications against untruthful claims are a strong moral force. Mere statutes do not bring about the proper corrective—it is the moral force of the publication of influence of wide circulation that assists in the upbuilding of the fraud or the fakir, when he can surreptitiously, or otherwise, creep into its advertising columns.

One of the greatest measures of responsibility rests on its acceptance of so-called financial advertising. Often the savings of a lifetime are absorbed by some wildest mining venture. There is no meaner thief than the advertiser who will take the life savings of a toiler and rob him of them. Thanks to Uncle Sam's keen eye and strong fist, he is nearly always landed behind the bars. The newspaper accepting such advertising cannot be punished unless it is party to the fraud, and knowingly connives with the fakir. Therefore, the closest scrutiny is needed.

The newspapers have been supplying the light for intelligent investment, and the people are learning the standards whereby to separate the promise from the performance, and the vision from the actuality. Nearly all of the publications devoted to advertising have been active in their efforts to support the propaganda of honesty and truth. Nearly all of the publications have

waged a vigorous fight for the enactment of the statutes, and seventeen States have taken hold of the advertising fraud in a more or less thorough manner. Vigilance committees have been organized in every corner of the country, and excellent legal work has been done by such committees in conjunction with newspapers and public officials. The Associated Advertising Clubs have performed, and are constantly performing, splendid service through their vigilance committees. I venture to say that every public officer entrusted with the enforcement of the city laws governing the giving of dollar for dollar and measure for measure will receive the hearty coöperation of the advertising managers, business managers, or publishers of newspapers in their respective communities.

I might add, in closing, that there is one newspaper in the United States—which I have the honor to serve—which has been published continuously for over 114 years, and has always maintained a high standard in its news, editorial, and advertising columns, and has always refused advertising of which it had the least shade of doubt or suspicion, and has gone even beyond in observing a moral obligation to its readers, and has rejected many thousands of dollars of business to uphold a high ideal and a single standard of right and truth. It has prospered and set a good example by being a model in its fitness for the home.

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HELPING THE ADVERTISER AND THE SOLICITOR

Helping the advertiser is a most profitable way of promoting advertising. "Successful Farming" of Des Moines, Iowa, has hit upon a very effective method of informing and aiding the advertiser to find the most profitable markets. Statistics have been carefully gathered and compiled as to the leading products and the returns therefrom in all parts of the United States and, under the title "New Methods of Finding Markets," has issued a set of charts or maps in loose, large pages, 9 x 12 inches, ready to be put in covers with additions from time to time.

These maps show "The Great Sales Producing Hearts of the Country." The maps are arranged in series, illustrating productiveness and why, and can be used by advertisers or by agricultural publications in soliciting ads.

A representative of "Successful Farming" recently delivered an address before the Chicago Trade Press Association, using the maps in illustration, which proved exceedingly entertaining, instructive and profitable. After the lecture, the why, "Successful Farming" even in these times, had added one hundred thousand advertising contracts in six months was understood.

The suggestions made through the system of statistics and maps would prove valuable to any advertiser or publisher, but the plan followed is directly applicable to farm papers and advertisers that wish to reach the farmer. They furnish an interesting study for any one, as will be evident by even the brief description that follows.

There are sixty maps now completed and others will be added. Each map covers the whole of the United States and they are rightly named, "Definite Data Maps." The present collection, bound in flexible morocco covers, has been kindly furnished this office. The first set shows: The Glacial Area from map No. 1 of the Soil Element Series, reproduced from the fifth edition of the Ice Age of North America by G. F. Wright; Rain Fall map, No. 2 of the Soil Element Series; Rainfall by Months, Average for different sections; Average Temperature; Lowest Temperature; Highest Temperature; Sunshine. Here are the elements that enter into productiveness.

All through the charts the "Great Sales Producing Heart" is printed in red.

Then, following the first series are maps showing the areas of improved farm lands of 20 to 49 acre farms; 100 to 174 acre farms; productiveness—in this chart 759,462 farms are shown in the The Heart of Greatest Productiveness and 756,824 outside of the heart; then in the next chart, farms of over 1,000, 14,495 of which fall within and 35,640 outside the Heart.

The next, or third, series shown—Value Farm Land; Value Farm Buildings; Value of Implements; Value of Crops; Value of Live Stock.

The fourth series show crop yields in Corn, Wheat, Oats, Hay and Forage; Potatoes, Onions; Sweet Potatoes; Cabbage; Apple Production; Apple Trees and Strawberries.

Each product has a separate map and the greatness of product is shown by data and the area of greatest production by the Heart.

Part Five handles in like manner Farm Live Stock—Cattle, Milk, Cows, Hogs, Sheep, Horses and Mules, Poultry and Bees.

Series Six shows Farm Expense; Series Seven, Farm Tenure. Series Eight treats of Mercantile Distribution, general stores regardless of rating; general stores rated at $1,000 and up; grocers in like manner, implement dealers, clothing dealers, drygoods merchants, shoe dealers, furniture dealers, milliners, automobiles.

Number Nine of the series gives, by like separate charts, circulations of seven leading farm publications, each dot representing 1,000 circulation.

We have given this much in detail to indicate how thoroughly the fields of information valuable to advertisers and farmers are covered. "Successful Farming" makes a splendid showing, especially in the Heart of Greatest Production of the leading products. It needs no comment to suggest how useful such a work of statistics and maps would prove to advertisers and how great an aid to an advertising solicitor.

One great benefit of the charts is that everything is shown at a glance and the advertiser can determine the territory in which the advertising of his particular line of goods, implements or machinery would prove most profitable. The plan in modified form could be followed to some extent by all publications and especially by journals of nation-wide circulation and trade.

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SCOPE COVERED BY MODERN NEWSPAPERS

[Houston Daily Post, Houston, Texas]

In the May number of the National Printer Journalist there is a well considered editorial discussing the address of President James J. Hill of the Great Northern Railroad, to the American Newspaper Association at the New York banquet, in which by way of friendly counsel he suggests the thought that modern newspapers show a deterioration from the high moral standard of the past in the character and variety of news matter they admit in their columns.

In other words, Mr. Hill takes the position that such

deterioration is manifest as a result of the average modern newspaper undertaking to cover too much ground at once on the excuse that it is "giving the public what it wants," when in reality it is "making the public want what you give."

"Take up a daily," he remarks, "and observe the number and variety of the tastes which it attempts to satisfy. Take one of the big Sunday issues and notice that it aims to be a newspaper, an athletic club, a library, a kindergarten, a scientific institute and a cabaret show all at once. That, like the dancing bear, its success is remarkable considering the nature of the task, is not to be denied."

The Printer-Journalist points out that, while it will be admitted by thoughtful, conscientious editors, who are actuated by an honest desire to make their newspapers informing and, to the greatest possible degree, of real value and service to readers, that much is printed in many publications that might well be replaced by that which is more helpful, ennobling and inspiring and not less entertaining, experience has taught that it is impossible for the daily press to cover any less ground and prove successful.

"In this age of universal knowledge and community of interest and mutual dependence," says the Printer-Journalist, "there is a closeness of sympathy among all the people that makes certain that nothing human is foreign to the newspaper reader. All do not have equal interest in all topics but to meet the demand all must be served and as a matter of economy and timeliness, all can be better served in one publication than in a half dozen or more different publications."

The Printer-Journalist therefore concludes that as a whole newspapers are more independent today than ever before in the history of the Republic, and that editors are more useful in all that tends to build up and improve society and advance all that is best for the people, for the municipalities, the state and the nation, for good government, for commerce and the industries than in the days of Greeley and Bennett.

Barring a certain class of yellow journals whose circulation is largely confined to that element of the population given to radical and erotic thought and, therefore, lacking in influence with that portion of the public which is the controlling force in molding public sentiment and morals, we heartily agree with the Printer-Journalist, that on the whole "the press that represents this age and all the people living therein can claim great improvement and betterment and greater, more worthy accomplishment" than in the past.

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AD-MEN TO FILL CHICAGO PULPITS

Following the custom established in Dallas three years ago, the convention of the Associated Advertising Clubs of the World, which will be held in Chicago June 20th to 24th, will be opened by lay sermons on advertising in thirty-seven Chicago churches. The sermons will be of an inspirational nature, bringing out the business conscience idea for which the Association is working.

George L. Emrich, the chairman of the committee on church services, is arranging with foremost advertising men all over the country to occupy Chicago pulpits this opening Sunday, and he announces that the following men have already accepted the invitation to spread the gospel of truth in advertising to the people of Chicago: Gayle Aiken, Jr., Adv. Mgr., Maison Blanche Co., New Orleans; Stewart Anderson, Springfield, Mass.; C. A. Brownell, Adv. Mgr., Ford Motor Company, Detroit; Joe Mitchell Chapple, Editor "The National Magazine," Boston; George W. Coleman, Director of Publicity, W. H. McElwain Co., Boston; T. A. DeWeese, Adv. Mgr., Shredded Wheat Co., Niagara Falls; John Temple Graves, New York American; Hiram H. Greene, Editor Illustrated Sunday Magazine, Buffalo; Alfred Hanchett, Adv. Mgr., F. A. Patrick & Co., Duluth; N. A. Hawkins, Commercial Manager, Ford Motor Co., Detroit; G. W. Hopkins, Commercial Manager, Loose-Wiles Biscuit Company, Brooklyn; George C. Hubbs, Adv. Mgr., Dodge Brothers, Detroit; Edward Hungerford, Adv. Mgr., Wells Fargo & Co., New York; Dr. J. L. Keeler, Dean, Baylor University, Waco, Texas; Theodore MacManus, Dunlap-Ward Adv. Agency, Detroit; William R. Malone, Postal Life Insurance Co., New York; MacMartin, MacMartin Advertising Agency, Minneapolis; Charles W. Mears, Adv. Mgr., Winton Motor Car Company, Cleveland; Ben Mulford, Jr., The Blaine-Thompson Co., Cincinnati; Martin L. Pierce, Phillips Bible Institute, Canton; E. S. Ralph, Adv. Mgr., American Seeding Co., Springfield, John C. Reid, National Oats Co., St. Louis; James A. Rice, Rice & Souers, Canton; Charles C. Rosewater, Amaha "Bee," Omaha; Frank H. Rowe, Adv. Mgr., E. L. Ruddy Co., Toronto; R. E. Sherman, President El Paso Ad Club, El Paso, Texas; E. L. Shaey, Adv. Mgr., Lowe Bros., Dayton; Merle Sidener, Sidener-Van Riper Adv. Co., Indianapolis; Roy B. Simpson, Fisher-Steinbruegge Adv. Co., St. Louis; Frank H. Sisson, H. E. Lesan Advertising Agency, New York; Tim Thrift, Adv. Mgr., American Multigraph Sales Co., Cleveland; E. C. Tibbitts, Adv. Mgr., B. F. Goodrich Co., Akron; Edwin A. Walton, Adv. Mgr., Burroughs Adding Machine Co., Detroit; Edgar T. Welch, Welch Grape Juice Company, Westfield, New York; Jack Wilson, Los Angeles, Cal.; Charles C. Wood, Commissioner of Arbitration, Boston; Louis J. Wortham, Fort Worth Star-Telegram, Fort Worth.

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CLOSER RELATIONS BETWEEN STATE ASSOCIATIONS

Louisiana Press Association, Secretary's Office

New Orleans, La., June 2, 1915.

Mr. B. B. Herbert, National Printer-Journalist,
4618 Ravenswood Avenue, Chicago, Ill.

Dear "Father Herbert":—Herewith find P. O. M. O., $2.00, for my subscription to March, 1916.

The Louisiana Press Association is to hold its 36th yearly meeting at Monroe, June 8, 9, 10. An interesting program, combining business with pleasure, has been arranged. A delegation of the Arkansas Press Association has been appointed to visit us with a view of establishing closer relations for mutual benefit. We are to be represented at the N. E. A. and the I. P. C. by at least a small delegation. I cannot be one of the party, as business carries me east from June 12th to July 1st. Your regards and good wishes are most heartily reciprocated.

Sincerely yours,

L. E. BENTLEY,
Secretary.

5915 Pitt St.

WISCONSIN CONFERENCE ON PRINTING AND NEWSPAPER PUBLISHING

The first joint conference of the Wisconsin editors and printers, May 26-28, at Madison, proved exceedingly profitable. Three associatons united, the Wisconsin State Press Association, Wisconsin Daily League and Wisconsin State Franklin Club. They were aided in their deliberations by the heads of the Schools of Journalism of the Universities of Wisconsin and Kansas. The daily papers of Madison, the Wisconsin State Journal and the Madison Democrat, also helped greatly by giving full accounts of the different sessions.

The Journal, in its issue of the 27th, gave a welcome in verse, contributed by E. R. McIntyre, from which the following two stanzas indicate the sentiment that prevailed:

Solons and scholars and others of Madison
All extend welcome to men of the press,
Although we exhibit politeness of Addison,
We'd hate to buy ad space or subs, none the less.

Then led by such yeomen as Cantwell and Ketchum,
And tuned to the infinite heights by Prof. Bleyer,
The sessions at present most surely will 'fetch 'em"—
Efficiency, System, the Things We Desire.

The first session was opened by I. P. Ketchum, President of the State Franklin Club, who delivered an address treating of the work accomplished and plans for the future.

H. W. J. Meyer gave his now quite generally known and practiced views, plans and experiences in the matter of "System and Efficiency."

Professor F. H. Elwell of the University of Wisconsin gave "Demonstration of Simplified Cost System" of which we printed pretty full outline a year ago in the National Printer-Journalist.

E. B. Barr spoke of "Diplomacy and Profits" both of great importance in newspaper and printing offices and rendered vastly easier by a thoroughly effective cost system.

In the evening Burt Williams presided in the High School Auditorium, the speakers being Governor Emanuel L. Phillip, President Charles R. Van Hise, University of Wisconsin and Isaac Blanchard of New York City.

Mr. Blanchard spoke on "Cost Accounting Efficiency" and said, among other things:

"We are exploiting the boy in the shop today and not making him. Printers are awaiting the man who is trained instead of training him themselves. This is the reason we are not able to secure efficient help.

"The local merchant can offer his goods at prices that will duplicate the mail order prices, but the merchant must be paid in cash; he must let the public know under what conditions he can offer his goods and he must use the newspaper to do so. The newspapers can do more than any other institution in routing the mail order business if they are given the support of the merchants."

Governor Phillip told of some of his experiences as reform governor, indicating that even the printers are not always above suspicion of graft:

"The cost of state printing increased from about $50,000 in 1906 to some $250,000 in 1914. A large part of this was not justifiable. The election pamphlet cost from $15,000 to $25,000. We are trying to abolish this, and the senate has been held up for two days on that piece of political graft.

Tells of School Plans

"Some members of the press have supported me and some have not. There are a few gentlemen who evidently don't want me to stay any longer than is necessary. If I were asked how I am getting along, I would answer: 'As best I can.' I was elected on an economy platform, and this policy is not very popular around the capitol. They not only put straws in my way, but they put logs in my way.

"The expansion in the university is not the work of any one individual. It is the result of the determination of the people to have the best in education."

Attendants Upon the Wisconsin Conference on Printing and Newspaper Making

President Van Hise showed how the editors and publishers could co-operate with the department of Journalism and the press bureau in the university to mutual advantage.

Thursday President H. L. Hoard of the State Press Association presided. The first speaker was Charles A. Booth of Madison. He showed that with the high cost of production and material, both daily and weekly papers were losing money in furnishing papers at the rates now charged. He advocated a raise in subscription rates and his position was well received by more than 100 publishers in attendance.

Operate At Loss

"Subscription rates of both daily and weekly papers are not high enough to pay for the cost of production," said Mr. Booth. "Many papers are operating at a loss. When the price of print paper alone is taken into consideration it can be seen that nothing can be made by delivering a paper at $3 per year.

"One Chicago paper has given me a statement which shows that each subscriber gets from 150 to 180 pounds of print paper per year and this costs $3.60. Add to this

$1.80 per year for postal charges and any one can see that there is a loss.

"Metropolitan papers cannot afford to put their periodicals into hands of subscribers for less than $7 per year. Magazines which are now selling for 5 cents per copy cost from 7 to 9 cents to print."

Mr. Booth told the publishers of weekly papers that the price of their publications should be raised to from $1.50 to $2.00 per year.

A lively discussion of post office regulations which require that county papers pay for postage within the county was entered into by many editors.

Suggests Petition

Halbert Hoard, President of the Wisconsin Press Association, suggested that a petition be sent to Congress asking that it repeal the department orders and that all papers be allowed free circulation within their counties.

Frank Noyes of Marinette favored the zone system, which, he said, would make the national weeklies and monthlies pay their due share.

Prof. F. H. Elwell of the university explained the workings of the cost accounting system. It gives definite information, he said, about the actual operating expenses. By running the paper as a job and charging up all expenses to it, the editor can determine the actual cost and use that as a basis for eliminating leaks.

Craft Problems

The afternoon meeting was devoted to "rapid fire" talks on problems which daily confront newspaper publishers.

"How to Make Better Editors and Papers" was discussed by C. W. Frasier, W. H. Bridgman, J. S. Jones and H. M. Youmans. "Should We Raise Subscription Rates," was a question discussed by E. J. Scott, E. M. Holston, O. Byron Copper, L. H. Zimmermann, and M. H. Barton, Charles A. Booth, Charles Lowater, W. R. DeVor and O. F. Roessler talked on "How to Increase Circulation," while Robert G. Lee, Martin Vickers, W. B. Van Winter and H. Towell gave opinions on "Justification for Raising Advertising Rates." The proper methods of raising advertising rates was suggested by Edward Malone, A. C. Bishop, Franc A. R. Van Meter and N. S. Gordon.

The session was closed by a general discussion of all on the subjects.

In the evening dinner was enjoyed. Mr. Frazer declared that there is a disposition on the part of some people for too much of the sensational and owing to that fact, things sometimes appear in the papers which are not the best for the family, state and nation. He asked whether it would not be advisable for newspaper men to give the people what they think is best. Mr. Frazer declared that the discussion had on the various subjects the previous day proved that there are many good editors in Wisconsin. The speaker wished that the editors would give more attention to editorial expression even if they are criticised by some people for their efforts to mold public opinion. He disapproved of the action of editors who are likely to be prejudiced in the discussion of questions.

"If there were less of that it would be better for the papers," he declared. He paid an eloquent tribute to the profession whose mission it is to educate the people and help in the uplift of humanity.

Good Business Methods

Mr. Bridgman dwelt upon the necessity of the practice of good business methods in order to get out a good paper. He would combine three characters into one, the editor, business manager and head of the mechanical department. Mr. Bridgman also urged a more cohesive organization of the press and more co-operation with the university.

"Be an Angel if You Can."

An eidtor for more than 40 years, 30 of which were spent at Kilbourn, J. S. Jones declared that education may improve an editor but it will not make one. He said an editor should have patience and be a long sufferer, and should know how to write the news in a newsy way. The daily life and habits of the country editor are an open book, said Mr. Jones, but the individuality of the writer of the articles in the daily papers is not known to the reader. Mr. Jones advised that no prejudices should enter into articles or else the editor will not be successful and that he should take an important part in the moral and educational uplift of the community.

"As an editor be an angel if you can, but as a publisher be a business man," was the concluding statement of Mr. Jones.

Clear Field for Journalists

Editors of today can be made better editors through their own efforts, in the opinion of Mr. Youmans. He said that there is a clear field and great future in store for the young journalists.

Mr. Youmans maintained that an editor should be well developed on the business side, especially on the country papers.

"When editors are made better, newspapers will be made better," he declared.

In concluson he said that there are too many publications attempted in communities in which they are not warranted.

At night a dinner was enjoyed at the Woman's building. O. G. Munson, chief clerk of the Senate and former secretary to Governor Davidson, presiding. Prof. W. G. Bleyer of the University School of Journalism spoke on "Results of Survey of Newspaper Publishing in Wisconsin." "Co-operation Among Kansas Editors" was the topic discussed by Prof. Merle Thorpe of the department of journalism of the University of Kansas.

Some Rates Data

Why the advertising columns of country papers are not as profitable as they might be for the editor-owner is shown by Professor Bleyer's survey, which discloses that out of seventy publishers who gave information only eight per cent are receiving more than fifteen cents per inch for their space. Only forty-five per cent have a maximum rate of ten cents per line, and forty-one per cent are getting less than ten cents as a minimum rate for advertising. These rates are given in spite of the fact that the cost to the editor of an inch of space is from seven to eight cents.

The subscription price of forty per cent of Wisconsin weeklies is less than $1.50, while sixty per cent of the editors receive $1.50 or more.

In regard to questionable advertising the questionaire showed that sixty-seven per cent or two-thirds of Wisconsin papers exclude advertisements of beer, seventy-three per cent exclude advertisements of whiskey, forty-three per cent exclude tobacco advertisements, and sixty per cent will not accept all kinds of patent medicine advertising.

Questions on the cost system were answered by fifty-one editors, and of these eighty-seven per cent have no cost system while seventy-eight per cent said they would be glad to install such a system if an expert furnished by one of the publishers' associations or furnished by

the university would show them how. One editor replied that he had no cost system but did all his estimating by guesswork, and his foreman learned his method from him.

A Dual Personality

"The country editor is a dual personality, he is the master of an extremely intricate business and the guide of his community," said Professor Merle Thorpe in his talk on Co-operation Among Kansas Editors. "There is not a science taught in the university that is more complex than that of newspaper publishing."

The editor of a country paper is almost invariably a poor business man," continued Professor Thorpe. "The country newspaper is rated thirty-seventh as regards credit. It is looked upon by bankers as a very poor investment. In 1912 eighty-two per cent of the newspapers of Kansas were under mortgage, and Kansas is not one of the poorest states in the union for the newspaper business."

"The change in the methods of the metropolitan dailies during the last ten years may well serve as a model for the small papers," said Professor Thorpe. "The establishment of co-operative news gathering agencies, the introduction of the cost system, and extensive syndication all are progressive achievements of city dailies. Even more important is the maintenance of a department by such papers as the Chicago Tribune which makes a survey of the city and has exact data on the wants of the city and how effectively dealers are supplying these wants."

A Matter of Methods

In this connection Professor Thorpe pointed out the difference between the methods of progressive city dailies and country weeklies in the attitude toward the foreign advertiser. One of the large Chicago dailies recently refused a $1,000 advertising contract because the goods named in the copy could not be found in a single store in Chicago. If a foreign advertiser offered to advertise fur overcoats in July the country editor probably would take the advertisement, thinking that it was none of his business whether the goods were sold or not.

"One billion dollars was spent for advertising in the United States in 1913," said Professor Thorpe. Out of this the newspapers received $690,000,000. The country papers did not get the share of this amount which is proportionate to their efficiency as an advertising medium. Foreign advertisers recognize the fact that because of their local nature country papers are more profitable advertising agents than the magazines or the large city dailies."

Friday morning was devoted to general discussions and to a report of a committee looking to the uniting of the three associations in a co-operating organization, each maintaining present, separate individuality, in order to forward mutual interests—among other things—to promote a universal cost system to be installed in all job printing offices of the state.

The scheme is to have an expert on cost systems visit all the shops in the state and install a method of determining cost of printing. This expert is to be paid either by the federation or by the extension division of the university.

Halbert L. Hoard, Ft. Atkinson, declared the university might as well furnish an expert to install the system as furnish experts on soils and health.

"We have soil experts and experts on health," said Mr. Hoard, "and I can see no reason why the university cannot furnish a man to install a system that would aid the newspaper publishers of the state.

Would Share Expense

"I believe that it would be fair for each office that wishes such a system installed to pay the expenses of the expert from the time he leaves Madison until he finishes his work. A good man could be hired for $2,000 per year."

I. P. Ketchum, Madison, former president of the Franklin Club, favored a plan whereby each organization would assume the cost of hiring an expert and issue a per capita tax against members.

Officers Are Elected

The following officers were elected by the Wisconsin State Franklin Club:

George Harrington, Oshkosh, president; C. L. Coward, Lodi, vice president; C. H. Van Vliet, Racine, secretary; F. C. Blied, Madison, treasurer; Halbert L. Hoard, Ft. Atkinson, Frank W. Cantwell, Madison, and Rudolph Haessler, Milwaukee, members of the executive board.

Halbert L. Hoard, Ft. Atkinson, was re-elected president of the Wisconsin Press Association and E. J. Scott Shawano, was re-elected treasurer. Miss Lura Dow, Palmyra, was elected secretary.

There was to have been an automobile ride through Madison, but rain prevented.

At noon a "Grown in Wisconsin Luncheon" was enjoyed in Lathrop Hall of the University of Wisconsin. Everything served was a Bagder State product, even to the cigars for the gentlemen.

The plans for serving the luncheon were worked out by the young women in the classes in institutional management in the home economics course at the university.

Prof. W. G. Bleyer presided and the speakers were Dean H. L. Russell of the Agricultural College; Prof. A. Hopkins, Prof. R. S. Butler and Burt Williams.

"Talk farm to the farmers. They aren't especially interested in manufacturing. You cannot appeal to them on that basis. They are interested in news as producers and consumers, and it is the duty of the country newspaper to supply them with this information." So declared Dean H. L. Russell in his talk on "How Newspapers Can Help the Farmer."

"The function of a newspaper is to serve its patrons not only with news but also with knowledge," said Dean Russell, "and in this respect the weekly has a special field for disseminating its knowledge. It reaches the largest percentage of readers. The weekly, then, is the very best medium for reaching the farmers.

"The best way to get the public to trade at home is for home merchants to use the same sort of strong, effective advertising that the mail-order house uses," according to Prof. R. S. Butler who spoke on "Local Advertising that Sells the Goods." "Better advertising wil do much to solve the mail order problem. Local advertising is simply store news. There is no more reason for running the same advertisement unchanged several times than there is for running the same news story unchanged in several editions of the paper."

"The newspaper man is the man best fitted in any community to carry on the kind of community work now required of commercial clubs," declared Burt Williams in speaking on "Newspapers and Commercial Clubs."

"Commercial clubs today are more than institutions merely used in dragging a manufacturing plant away from one city to another location," said Mr. Williams. "They are now concerned with community welfare, with

education, health and libraries. The newspaper man, above all others has the greatest opportunity to stimulate this work."

Talking briefly on "How the Farmers Can Help the Newspapers," Prof. A. W. Hopkins urged them to do their buying at home, to follow the suggestions of the newspapers for the advancement of agriculture, and to live up to the state's reputation as a farming community as set by the newspapers.

After luncheon a group photo was taken, from which, through the kindness of our friends of the Western Newspaper Union, we are pleased to present in half tone a pretty good showing of a large number of those who were in attendance.

Friday afternoon was under the charge of the Wisconsin Daily League, President F. E. Noyes, presiding. J. L. Sturtevant of Wausau told "How to Get More and Better Advertising." E. K. Whiting of Owatonna, Minn., whose cost system showed him that his daily paper was causing heavy losses and who had courage to stop the leak by discontinuing the daily edition, giving an illustrated talk by use of charts on "Newspaper Advertising Costs and Advertising."

He showed the cost was much greater than most publications in the smaller cities were getting for the space.

Friday evening, Mr. W. J. Merrill, Manager Merchandising Service Department of Chicago Tribune, gave an interesting, illustrated talk on "Newspaper Co-operation with Manufacturers."

Courtesy of Publishers Auxiliary
Group of Members of Indiana Press Association at Bloomington

CONVENTIONS SCHEDULED DURING PRINTING AND ASSOCIATED AD CLUB WEEK IN CHICAGO

The following organizations meet in Chicago the week of June 20-26:

Association of American Directory Publishers, National Association Specialty Advertising Salesmen, Inland Daily Press Association, National Gas Engine Association, Delta Sigma Fraternity, The Associated Ad Clubs of the World, The International Association of Manufacturing Photo-Engravers, The American Envelope Manufacturers' Association, The Audit Bureau of Circulation, and other National Organizations.

THE INDIANA PRESS ASSOCIATION

The great State of Indiana has, for many years, had three or four active Press Associations. Wisely, as we believe, a statewide organization has now been perfected. The Publishers' Auxiliary gives the following report from Bloomington:

Many of those engaged in the newspaper business in the state have long felt the necessity of a non-partisan organization, and the suggestion from J. W. Piercy, Director of the Journalism Department of Indiana University, that a conference of newspaper men irrespective of party be held at Bloomington was accepted, with the result that a permanent organization was formed and officers elected. Politics is to be tabooed and shop talk, with social features as a secondary matter, is to be the program of its annual meetings. Many of the editors in attendance say the meeting was by far the most profitable ever held and were almost unanimous in the opinion that future meetings will raise the standard and be of great benefit to each individual editor in the State.

The generous and whole-hearted entertainment provided by the faculty of the university, Chamber of Commerce and people of Bloomington was appreciated by the scribes.

In all probability the conference will be held at the university again next year, as an open invitation has been extended. The matter of the time and place for holding the next conference, however, was left with the executive committee. The journalism department has agreed to arrange the program and assist in any other way should the committee decide to send the next meeting here.

C. A. McCormick of the North Judson News was made temporary chairman and officers were elected as follows:

President, Charles Sefrit, Washington Herald; Vice-President, Blanche C. Foster, Indianapolis; Secretary, Lew G. Ellingham, Decatur Democrat; Treasurer, Mrs. Mindwell Crampton Wilson, Delphi Times-Citizen. An executive committee composed of one member from each district was also selected.

The visitors were welcomed in behalf of the university and the city by President William Lowe Bryan of the university. Mrs. Mindwell Crampton Wilson of the Carroll County Times-Citizen and a graduate of the university responded to the address by President Bryan.

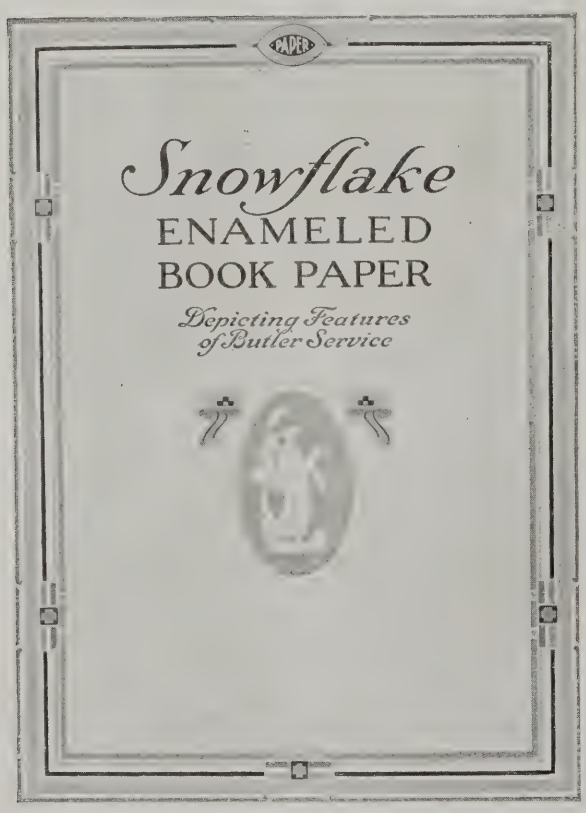
Addresses were made as follows: "Country Correspondence," Claude D. McVey, Lebanon Pioneer; "Putting the Newspaper on the Advertising Map," Merle

Sidener, Indianapolis; "Women's Press Club of Indiana," Miss Blanche C. Foster, Indianapolis; "The Value of Political Advertising," Charles G. Sefrit, Washington Herald; "Co-operation of Retail Merchant and the Newspaper," A. W. McKeand, Bloomington; "Comedy of Errors," Oscar Cravens, Bloomington World; "A Cost System for the Country Newspaper," U. H. Smith, Indiana University; "Obligation Upon the Press," Julian D. Hogate, Danville Republican. Among those taking part in discussions of various subjects were: W. B. Maddock, Bloomington News; H. E. Hathaway, Coatesville Herald; H. Roosa, Evansville Courier; Cal Sinninger, Clayton Press; C. E. VanValer, Gas City Journal; A. D. Moffett, Elwood Record; Edgar Baldwin, Fairmount News; Lew M. O'Bannon, Corydon Democrat.

* * *

QUALITY IN PAPER AND PRINTING

From the Butler Paper Company there comes to our desk this month an especially artistic and attractive signature or pamphlet of eight pages, 9 x 12 inches, in covers, printed on Snowflake Enameled book paper, 25 x 38, 80 pounds to the ream. The size is not inconvenient and is such as to keep in evidence on the desk.



We have used the Snowflake paper for fifteen years or more and are ready to agree with statement on subhead of first article that it is "The vehicle for quality printing," and also with the quoted saying, "To get the best out of anything one must put the best into it." It is truth too frequently forgotten. However excellent may be the composition or perfect the press work, the artistic effect cannot be secured without the use of proper paper. The characteristics that especially commend Snowflake paper are uniform high finish, even thickness, clearness, pureness. The name is fittingly chosen. The manufacturers were pioneers in manufacturing coated papers and with years of experience and constant, careful experimenting, have succeeded in producing a paper of the highest merits.

The Butler Paper Company along the line of their well known ideals of best possible service to customers have naturally made this paper to meet the demands of their discerning customers to meet all the demands of perfect impressions, especially for the use of fine screen halftones, vigneter plates and similar delicate work, that demands a paper scientifically made with a full knowledge of all the conditions and demands. The pamphlet affords a practical, visual demonstration of the perfect, print worthiness of the product. The neat, simple but impressive first cover page design is shown in the accompanying reproduction. One other thing is also noticeable and that is its superior adaptability for binding by reason of the flexibility of the sheet. It is strong and leathery, adapting it for mailing folders, broad sides and hangers, as well as for fine catalogs, illustrated technical journals or magazines or any illustrative work. "Printing" has been eliminated and slipsheeting will be found unnecessary except when forms are extremely heavy and carry large areas of solids. Yet Snowflake is comparatively an inexpensive paper.

The pamphlet contains fine illustrations in fine screen halftones that serve the purpose of illustrating the perfect printing qualities of the paper and are at the same time of instructive interest in themselves. One of these shows an exhibit of printed advertising, gathered by the Butler Paper Company from nearly every State of the Union. The exhibit also includes an instructive showing of paper-making, that indicates what produces quality and makes adaptability in paper. This is a permanent feature of the Service Department of the Butler Paper Company, and is open for examination and use by all customers.

In the printing department of the exhibits will be found everything from the modern, well executed folder to the de luxe, leather-bound university manual. It is an excellent place to study examples of good printing and to get new ideas.

* * *

MILLIONS EXPENDED FOR PUBLICITY

"$600,000,000 was spent for advertising in the United States in 1914!" This is the estimate of William Woodward, President of the Associated Advertising Clubs of the World, made in an address before the Chicago Association of Commerce. The story of this expenditure and the results achieved will be discussed at the Chicago convention of the Associated Clubs, June 20th to 25th.

What this discussion means to the advertising fraternity is evident from advance reports concerning the movement on Chicago by the armies of advertising men which have been and are being organized in all parts of the country. A veritable invasion is at hand, an invasion which purposes to spike the guns of objectionable advertising.

Arrangements have been made with the Essanay Film Corporation to chronicle the convention from the first day and on the last evening of the gathering, the delegates will have the opportunity to watch themselves reenact the events of the big convention.

ILLINOIS PRESS ASSOCIATION FIFTIETH ANNUAL CONVENTION

LARGE attendance, newly awakened interest, importance of subjects considered, splendid entertainment, happy incidents and the addition of over thirty new members were features of the fiftieth annual convention, at the Hotel Sherman, Chicago, June 19, 20 and 21, of the Illinois Press Association. The new officers elected under these happy auspices, with the promise of greater things in the future than in the past, were:

President—W. G. Dustin, Dwight.
First Vice-President—Guy V. Pettitt, Reynolds.
Second Vice-President—H. V. Baily, Princeton.
Third Vice-President—A. L. Hall, St. Charles.
Members of Executive Committee—Charles B. Mead, Geneva, and S. J. Porterfield, Cullom.
Auditing Committee—W. G. Smith, Waukegan.
Legislative Agent—E. A. Snively, Springfield (re-elected).
Secretary—J. M. Sheets, Oblong (re-elected).
Treasurer—James E. McClure, Carlinville (re-elected).

There were no prepared papers except the address of President Page, that gave an interesting review of the history of the Association with facts as to legislation secured or sought and other activities for the promotion of newspapers. This address appears, in full, elsewhere in this issue, and will be found rich in suggestions for other editorial organizations and association workers.

The Illinois Press Association is non-partisan, but made up of members of all political parties. When, however, it comes to supporting a President who is not a President of any party but of all the people, or to the support of the Nation, there is no hesitancy as regards political questions that in a partisan sense are barred from consideration by the constitution, and it was no surprise to those familiar with the spirit and feeling manifest among the members, that the following resolution, offered by a Republican, was adopted by a unanimous vote:

"Whereas, as good American citizens and representatives of the Illinois State Press Association, we have observed the splendid action of our nation's chief, taken promptly after the torpedoing of the Lusitania, and recognizing his splendid patriotism, we, therefore:

"Resolved, that we extend to President Wilson the right hand of American fellowship and assist in holding up his hands in his patriotic desires to protect American citizens and for peace with honor to our nation, and that we believe the people are with him, heart and hands."

Premiums, Prizes, Clubbing Schemes

The discussing of "Clubbing Schemes" in the program broadened out into the discussion of premiums, prizes, the Government regulation of second-class matter and related subjects. Clubbing did not seem to have many friends and the Government's interpretation of the law as to lotteries, the printing of the offer of premiums by merchants or by the newspapers developed what seemed to be rather fine, if not contradictory, rulings.

Some seemed to think that by offering "prizes" instead of "premiums" though in reality one and the same thing, all trouble could be avoided. Honorable Thomas Rees of the Springfield, Ill., Register, explained that anything that involved an inequality or chance was prohibited, whether called prizes or premiums, and that technically speaking, a majority of the editors could be sent to prison for publishing the United States Government advertising of land drawings.

A group of Members, Past Presidents of the Illinois Press Association—Seated—Left to Right—Charles B. Mead, George T. Hughes, B. B. Herbert, George W. Cyrus, J. M. Page, J. M. Sheets. Standing—W. E. Davis, E. D. Beird, P. R. Nelson, J. W. Wild, Thos. Reese, J. C. Adams, J. E. McClure, John T. Galbreth, H. M. Berthley.

Insurance

A report made by Mr. Fred Leroy of the Streator Independent showed careful, conscientious work and developed some rather startling facts.

"Premiums in fire insurance in Illinois are double the amount of premiums in New York State," said Mr. Leroy. "Property in Illinois is no more inflammable than it is in New York. The reason for the double charge in Illinois appears to be simply that the companies have been able to get away with it because the people did not wake up enough to make an effective, energetic kick.

"In Illinois there is competition among the insurance companies in getting business, but there is no competition in rates. A representative of the insurance people goes from town to town in the state and fixes the rate that is to obtain in each city, village, and hamlet for fire insurance. A commission to fix the rates is what we want—a body that will handle insurance rates the way the public utilities commission handles freight rates."

Discussion of "Liability Insurance" elicited the fact that there had been a very large saving through the

Ben Franklin Mutual Casualty Company from rates charged by the regular old-line companies.

The President's address and the relation of reminiscences, historical facts and incidents, by Past Presidents E. A. Snively, George Burt of the Henry Republican, John R. Marshall of the Yorkville Record, Thomas Rees of the Springfield Register, George Hughes of the Clinton Register and George L. Tipton, formerly of the Gerard Gazette, proved most pleasing and educative features.

The address by Mr. James Keeley, of the Chicago Herald, was able and practical. Among other things he said:

"We wouldn't have any real kick if the lunacy commission would sit on us newspaper men for selling our production for less than the cost of the materials," he said. "A sixteen-page newspaper costs, for white paper alone, just about what the newspaper gets for it. And the average newspaper is nearer 30 and 32 pages than sixteen."

The supply men of Chicago extended usual hospitalities, through Mr. King, who has acted for many years as the charge d'affaires, the active representative in the arranging for and presenting these courtesies with gracefulness, and received the sincere thanks by resolution, in which each contributor was properly mentioned.

Theatre parties were provided for two nights and elegant badges furnished that admitted the members to the ball game between Chicago and Boston Friday afternoon. The banquet tendered by the Chicago Chamber of Commerce Thursday evening at Hotel Sherman proved the crowning event. The speakers were Hon. Lawrence Y. Sherman, U. S. Senator, who delivered the annual address, and Mr. Charles N. Wheeler of the Chicago Tribune, who gave his "War Experiences" at the front in Belgium.

Judge McGoorty of Chicago acted as toastmaster. Benjamin E. Gage, chairman of the Illinois Committee of the Association of Commerce, delivered the address of welcome, to which President J. M. Page made a hearty, eloquent and appropriate response and the era of good feeling, and of mutual helpfulness between the City and the press and people "down state," was ratified with enthusiasm.

A feature not on the program was happily introduced. Not only was President Page retiring from the Presidency on this fiftieth anniversary occasion, but the "boys" had learned that it was also his seventieth anniversary and prepared to give him and his wife tokens of their esteem that would be enduring. A gold-headed cane, properly engraved, had been secured for Mr. Page and a gold handled umbrella for his wife.

Mr. E. A. Snively stepped forward and in most affectionate and appropriate terms made the presentation. Mr. Page responded with much feeling, for himself and wife, telling how highly the gifts would ever be kept and prized, in view of the happy memories, and the friendships, made and cherished during his twenty-five years of service to the Association as Secretary and President.

Senator Sherman's remarks, that were received with marked approval, and hearty cheers, contained, among other eloquent passages, the following:

"We meet with grave duties confronting the American people in their foreign relations. Nor is that duty less momentous in our obligation to civilization and common humanity in the years to come.

"The press of our country in this crisis is a potent agency for international righteousness. New problems, born of war, are before the American people. Our influence will be a powerful agency in making new rules and usages to govern civilized warfare waged with new instruments of destruction."

Victory in Peace

"The decision of the American people will light the centuries with our righteousness or our shame. It will endure in the code of civilized man. This republic by its peaceful moral power may be the law giver of the nations, pointing the way to bloodless victories won on the sublime heights where justice sits enthroned as the supreme arbiter of the human heart.

"The great teachers of the human race ruled by justice, tempered by mercy, by peace. Touched by this eternal truth today, domestic faction and political difference melt in thin air. Remember, my Democratic brethren, your president is now our president, and through him will speak the spirit of the western hemisphere and back of him will mass not political parties, not merely Illinois, not states, but a unified nation."

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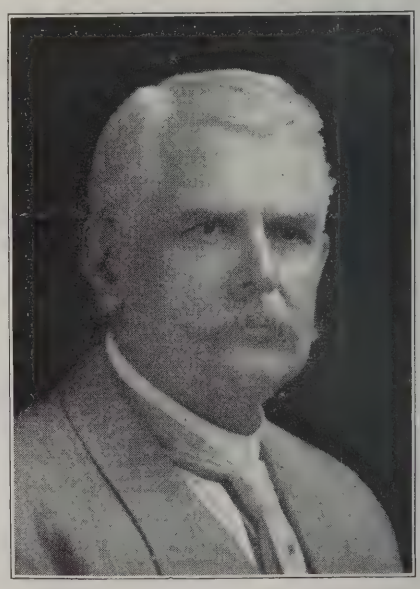
PRESIDENT DUSTIN

William G. Dustin, of Dwight, Ill., elected President of the Illinois State Press Association, at the annual convention held in Chicago, May 19-21, is the editor of the Dwight Star and Herald. He has been connected with newspaper work in Dwight for the past twenty-five years, and in newspaper work for the past fifty years. He is also editor of The Banner, the official organ of the Sons of Veterans, which has a monthly circulation of fifty thousand, and which is printed in the Dwight office.



WILLIAM G. DUSTIN

Mr. Dustin is the senior partner of Dustin & Holbrook, printers and publishers.

He is the son of General Daniel Dustin, of Sycamore, Ill., who commanded the Second Brigade, Third Division, Twentieth Army Corps, during the Civil War, and had a splendid record.

President Dustin was born in Corinth, Vt., June 7, 1850, but has resided in Illinois since 1858, and in Dwight since 1889.

JOURNALISM WEEK IN MISSOURI

May 3 to 7, 1915, was "Journalism Week" at Columbia, Mo., nearly 300 newspaper people attending, under the auspices of the School of Journalism of the University of Missouri. During the week there was held a meeting of the Missouri Press Association, with President H. S. Sturgis, editor of the Neosho, Mo., Times, in the chair. A meeting of advertising men was also held to organize the Associated Advertising Clubs of Missouri, which resulted in the election of A. C. McGinty, president of the Neosho, Mo., Advertising Club, as president of the state association; Walter S. Donaldson, President of the St. Louis Advertising Clubs, as Vice President; R. B. Teachenor, of Kansas City, as Treasurer, and J. B. Powell, of Columbia, as Secretary.

SOME OF THE JOURNALISM WEEK SPEAKERS AND THEIR HOSTS
Bottom Row, left to right—John Clyde Oswald, editor American Printer; Dean Walter Williams, Marshall Gordon, Columbia; Speaker Champ Clark, President A. Ross Hill, Judge Henry Lamm, Sedalia, Mo.
Center, left to right—Judge John D. Lawson, Columbia; Guy U. Hardy, Canon City, Colo.
Top Row—C. B. Rollins, Columbia; H. S. Sturgis, Neosho, Mo.; Lee Shippy, Higginsville, Mo.; Fred G. Cooper, New York City; Will Southern, Jr., Independence; Herbert S. Houston, New York City.

Honorable Champ Clark, Speaker of the national House of Representatives, Judge Henry Lamm, former chief justice of the Missouri Supreme Court, Herbert S. Houston, Vice-president of the Doubleday, Page & Co., Fred G. Cooper, cartoonist of Collier's Weekly, John A. Sleicher, editor of Leslie's Weekly, Honorable Chase S. Osborn, former governor of Michigan, and John Clyde Oswald, editor of The American Printer, New York, addressed general meetings; and at the special departmental meetings there were speeches on both the practical and theoretical aspects of journalism and newspaper publishing by men and women of ability and experience from various sections of the state.

A "Made-in-Missouri" banuet, presided over by Dr. Walter Williams, Dean of the University, at which banquet addresses were made by Honorable Champ Clark and Acting Governor W. H. Painter, brought the conference to a close.

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HELPFUL SALESMANSHIP AND CONSERVATION

Address by B. B. Herbert, National Printer-Journalist, Before a Meeting of the Members of the Printers' Supply Men's Club of Chicago.

(The Printers' Supplymen's Club is an organization of men engaged in serving the members of the printing craft by intelligent salesmanship. The members seek better methods, mutual improvement and efficiency in honest helpfulness.

The following address was delivered at a meeting on June 4th by the editor of this paper, and, as will be seen by the reading, very largely reflects the ideas and sentiments of the members who contributed letters on rquest, and in this way helped to make up a symposium of practical views and experiences.

The address is printed here by request, hoping the same will prove instructive, helpful and pleasing to members of the craft and win a better appreciation and understanding of the high motive and the honest, friendly, valuable services sought to be rendered by up-to-date salesmen.)

It is a self-evident truth that all remunerative production rests on salesmanship. It is equally true that nearly all progress in civilized nations has come through salesmanship.

Though there be viands to supply every demand for

the sustenance of the body, making and keeping strong, vigorous and healthful nerve and muscles and all that helps to physical development and well-being without salesmanship they are as nothing.

Though there be clothing to protect and adorn, material and improved machines to manufacture; implements with which to till the soil, to work the mines, to fell the trees and to utilize the timber, without salesmanship they are as nothing.

Though there be types and presses with which to print, and though there be books, papers, magazines and technical and trade journals, teaching all the virtues, all of life, of business, and all wisdom, without salesmanship they are as nothing and men must remain as the wild, untutored savage, living on what his own hands may gather or capture in the chase—dependent only on nature and knowing nothing of mutuality of interests, or broad, human service, that brings wisdom, the inventive genius, the industry of all the ages and of the whole world to minister to the safety, the well-being and progress of every individual of the city, state, nation and of the whole world.

Salesmanship brings the producers and users together in a relation that should ever be for the good of each. Men, however, have developed from a condition of savagery, in which each bore the curse of Cain, with every man's hand against the other and with the idea that what one gained the other must lose. Business came to be looked upon as a sort of warfare and the principle of caveat emptor, "let the buyer beware," was recognized as law.

Instead of expecting help or service on the part of the seller, the purchaser was expected to examine for himself and to act on his own judgment and to bear any loss that might be incurred, in the absence of downright fraud or gross, open misrepresentation, from not being on his guard and able to match shrewdness with shrewdness, in face of all the difficulties, lack of expert knowledge and of the interested representations of the seller.

It was not even considered contrary to high religious profession to get the best of, or to cheat, the other fellow in a horse trade, in a real estate transaction, or in selling patent medicines, a machine or even a bill of goods, for was it not the moral and legal duty for the buyer to beware, to know his own interests and wants in the transaction and beware of the wiles of the seller or dealer?

With broader business wisdom, if not with broader morality, there has been, of late years, a great change

A. B. Chapin of of the St. Louis Republic, and Fred G. Cooper of Collier's Weekly.

and now practically all men in trade or manufacturing who look to permanent success, recognize the principle of "let the seller beware." It is coming everywhere to be generally to be adopted in all salesmanship. The wise salesman seeks carefully to guard and conscientiously serve the interests of the buyer and conserve his business, contributing to its permanence, profit and growth and to count the buyer always right in his claims, for distrust and dissatisfaction lose not only the customer but many possible buyers.

There has developed in later years a new element of salesmanship, that of advertising, through the public press or printing. This is made helpful to personal presentation or appeal and most important in furnishing information and preparing the way. In this branch of salesmanship, the greatest strides were first made, because of its publicity and opportunity for consideration and investigation.

Now absolute truthfulness is almost the universal demand in advertising, and the broader, the more reliable, the clearer the information conveyed, the greater is the success to be derived therefrom. The great organization known as the Associated Advertising Clubs of the World, that meets in convention here this month, has made the ideal of truth and consequent helpfulness so glorious as to fill the thoughts of all business men and to cause its evangels to be welcomed into the most noted pulpits of the land, to proclaim their new gospel of truth and business ethics.

Along with truthfulness in advertising has come helpfulness to advertisers and conservation of the interests of buyers. We have heard a good deal, for several years back, of the conservation of natural resources—conservation of forests, streams, waterfalls, fields and of the birds. This is all important. We are beginning to hear more of late as to the conservation of business and of manufactures, agriculture, transportation and all the sources of business and of all who live or are served thereby, also of the intelligent conservation and operation of printing and publishing of trade, industrial, technical and commercial methods, and schools for their inculcation—all the sources of manufacturing and business intelligence, and salesmanship as well as of all the people who are to be intelligently served and saved.

The ideas of duty and honesty and service have found lodgment even among politicians above those of mere place, pelf and power.

The Tribune, of this city, keeps a force of some fifty men to serve their advertising patrons and to conserve the interests of merchants and buyers. Recently that paper refused a contract of one thousand dollars from an Eastern manufacturing concern because an investigation showed that the advertisement could not be made profitable in results to the advertisers. A canvass showed that the company had not proper distribution —only one small store in the city carried any and that a very limited supply of the goods to be advertised. The company was notified that when proper arrangement for distribution had been made, the advertisement would be accepted, but, until then, the paper would not consent to be an agent for the waste of money by sending buyers to purchase goods that were not on sale.

This is only one, single, isolated instance. Goods are examined and advertising refused if the goods are not up to the character and quality advertised. Scores of publications today guarantee their advertisements and

A Favorite Mountain Pass

The Sportsman's Outfit

stand ready to make good any loss resulting from misrepresentation in their advertising columns. The story is too long to treat here.

Just a week ago a representative of the Tribune occupied a whole evening before the Wisconsin editors, printers and students of the school of journalism at the University of Wisconsin, Madison, with an illustrated talk on this system of helpful service. Nothing could be more profitable to this club and the Chicago Trade Press Association, than the securing of the repetition of that lecture before a joint meeting of the members of the two organizations.

Advertising is the advance evangel of salesmanship in the enlightening and informing the people everywhere of all improvements and inventions. As Hugh Chalmers, writing in the Syndicated Sunday Magazine, puts it:

"Another big thing that advertising is doing for the public is putting people in out-of-the-way places in touch with the latest and best comforts and conveniences. Things that are invented and manufactured for lightening household labor, business saving devices, things of interest to sick people and thousands of other things are, through advertising, brought to the attention of people all over the country in remarkably short time. If a man in New York invents some new way for lightening the labor of the housewife, the woman in the farthest corner of Texas finds out about it and is able to buy it and benefit by its use in a few days after it is put on the market. Without advertising it might be a year or longer before she would even hear about it."

But advertising has the drawback of necessarily serving and appealing to groups instead of individualizing. It can never take the place of or do away with personal salesmanship. It can never be efficient in individual helpfulness and conservation.

The divine wisdom and glad tidings of the Great Teacher have been printed in books and heralded in thousands of publications throughout the centuries, yet how Christianity would languish were it not for the appeals from the pulpits and the individual persuasion, application and direction by pastors, teachers, leaders and lay workers. The revivalist, Sunday, awakens and stirs to action by personal appeals, but even his efforts would be largely fruitless in permanent results without the aid of individual workers in the churches.

General information is useful but men do not study or comprehend the means and are grossly ignorant of the wants of their own businesses or industries, as well as of themselves and of their own real needs for their highest success and well-being. When this practical knowledge has been made clear, the truths must be pressed home to overcome inertia and to secure action.

The individual salesman has the opportunity and the duty of studying and fully understanding the articles or machines that it is his mission to sell and all their uses and applications and the best methods of using and making serviceable and profitable to the business of his prospective customer. If he be a true salesman, permanently promoting, conserving and retaining the business that he represents or receives he will, with equal thoroughness, study the needs of each possible buyer and coming to a full understanding as to whether the goods offered can be adopted and made of profitable utility to each particular business or plant, will govern and rule accordingly; always with the honest interest to benefit the buyer.

Right here I want to read a communication from a representative of the Hamilton Manufacturing Co., of Two Rivers, Wisconsin:

"We believe the salesman who approaches a customer with the words: 'Anything you need today in my line'—is a parasite expecting everything and giving nothing; and the salesman who takes an order for something he knows the customer does not need is a thief.

"A salesman honestly to serve his customer as well as his firm must protect the customer's interests as zealously as he would his own pocketbook. A salesman's real service to the customer is to call to the customer's attention those improvements in devices and equipment which will tend to make a profit for him.

"Every salesman knows things about the equipment he sells that nine chances out of ten, if properly brought to the attention of the customer, would interest him so vitally that he would surely buy without further argument. A thorough knowledge of the customer's conditions must be secured before the benefits to be derived from the salesman's equipment can be brought concretely to the buyer's attention.

"This is the work of the salesman and is the helpful service he can perform for the customer. This outline can be embellished ad infinitum."

And here is another from Charles H. Collins along like lines that carries out the idea of the inexhaustibleness of the subject:

"When the writer first started 'on the road' some thirty years ago, the idea still prevailed that the successful 'drummer' must punish freely both rum and the proprieties. That idea is now far in the past and the modern salesman who 'is onto his job' no longer stuffs his orders, or unloads goods that will be an expense and not a profit to his customer.

"I have always sold machinery for the binding end of the trade, and whether working for others or for myself have tried to protect my firm and my customer by selling him that particular machine best suited to his needs, and not a certain machine because it was higher priced, for I believe nothing will turn a friendly customer into an unfriendly one quicker or more surely than to have him find out that he has bought a "gold brick.'

"As to making a customer think of and turn to you, which means getting their confidence: My plan has been to give freely the benefit of a somewhat expert knowledge of binding machinery of any kind, whether I sold it or not, this fact has become so generally known, that I get calls for information from other dealers and salesmen, as well as from concerns wishing to buy, and who use the information given that they may order intelligently from some one else. What good does this do me? Well, in the long run, I believe it will."

Anything that helps to build up, increase the purchasing power and secure the permanent success of a buyer, will help indirectly contributing to the permanent interests of the seller and of other supplymen in the same line as well. In writing of the attempts of the nations now at war to justify themselves before the world, the author of an article in the Chicago Tribune gives this as proof "that not even war is an interest that can be made anti-social and selfish, that nations no more than individuals can shut themselves up in their own ego and act as they please."

Certainly salesmanship, which in the past has been considered as a sort of warfare, in this enlightened age, cannot be made purely anti-social and selfish.

The very existence of this "Printers' Supplymen's Club"

proves this fact. It is a matter of great satisfaction to me that I endeavored, in 1893, when there were some eleven or twelve hundred dollars left over from the liberal contributions of the supplymen of this city for the entertainment of the National Editorial Association—that could have gone into the treasury as a fund instead of being divided up among the contributors pro rata, as it was, to secure the formation of such an organization as this. But times were hard, conditions were panicky and the business men had not advanced to the high standards of good will and helpful coöperation that exist today. Had the organization been formed then the result would have been of great social, business and economic value, and would have saved much that was later lost, and would have resulted in the securing of hundreds of thousands of dollars of actual business.

The dying words of Goethe, "more light," have come to be the ideal and the demand of men of a broader wisdom and of correct business principles, founded on experience and good-will, instead of concealment, darkness, jealousy, suspicion, selfish, shortsighted competition and hate.

Along this same line and in substantiation of what has been presented, Mr. Chas. H. Duboc, of the Duboc Paper Company, has written me, in pursuance of a request sent out to all the members of this organization:

"We are in hearty accord with your idea of 'Helpful Salesmanship,' as evidenced by the fact that we try to teach our salesmen to be counselors, not solicitors. We believe that courteous attention to the needs of our customers and promptness in satisfying their demands should be our chief concern. Upon this basis the Duboc Paper Company is building its foundation. We are less than two years old, but we are making steady progress and our sales are increasing in spite of dull times or anything else."

With the value of co-operation with and helpfulness to customers, with full understanding of and regard for, their interests, it may be worth while to glance for a moment at the results of a violation of the principles involved.

Among the first of these bad results—of late made doubly apparent by the use of the cost system—is that of overequipment, causing a cost too great for the meeting of competition or for profitable operation, and leading to the stagnation of the business of supplymen. The whole trade is suffering from this at the present time. The selling of machinery not adapted to or beyond the possibility of profitable use in plants results in the throwing out of machines valuable in themselves and that under other conditions might have proved profitable.

No one will deny that automatic presses are profitable if conditions are desirable, yet it must have been noticed that, of late, some of the companies manufacturing these machines, who have evidently not studied the conditions of establishments where sold and then not knowing and not having sought to conserve their interests, have been suffering heavy losses and financial embarrassment.

Comparisons are said to be odious and illustrations, without knowing all the circumstances, are hazardous and misleading. It may, however, be safely said without the need of illustration, that business has been injured and supplymen have suffered in the past by a salesmanship that forced goods on buyers beyond their means regardless of their needs or any possible profitable use. It used, seemingly, to be the idea of some manufacturers to make and exploit goods or machinery that could be forced on buyers by alluring claims and unlimited credit and forced salesmanship regardless of consequences or of any real merit or adaptability of the articles sold to the use of buyers.

This might have been safe in the past when the users of goods and machines, the printers and publishers and the members of other industries were sworn enemies, every man ready, even at a personal loss, to put one over on a competitor, and when the thought was to deal only with the same customer.

In a little pamphlet of suggestions to department heads kindly sent me by President W. H. French of Barnhart Brothers and Spindler, I notice the following which is in line and worthy of consideration right here: "A customer who has been or thinks he has been imposed upon, will not be slow in passing the word to others and in endeavoring to create suspicion." Benjamin Franklin said that "what one does not need is dear at any price." Buyers do not always blame themselves for such "dear" purchases, but are likely to blame the salesman for forcing the sale.

Do not let a customer buy what he does not need is the most direct way to helpful salesmanship. Sell nothing to a customer without being sure that he has been fully instructed in its profitable use and if need be, go out with him and help to work up business for the machine. The great lack of many in business is initiative. Help all such, as far as possible, by suggestions, by plans and examples. As Mr. French further says in his suggestions: "The more people you helpfully direct and the higher the intelligence you can rightly lend, the more valuable is your life." Certainly the more helpful and valuable will be your salesmanship.

"Helpful Salesmanship and Conservation" reaches further than merely that which is related to your own specialty. As Geo. Ertman, President and General Manager of Printers' Equipment, in response to my request, wrote:

"Some time ago I had an opportunity to get in touch with a manufacturer who had embarked in selling a certain machine to the printing industry as a side line to other general business, but who knew practically nothing of the actual conditions, magnitude or the handicaps manufacturers in our industry have to be conversant with in order to successfully market their products. Much against this man's will I succeeded in a three-hours' conversation with him to give him information which later on resulted in his feeling so gratified with the information gained that ever since he has been a prominent customer of mine and a good friend of mine, and as this was quite an advertising episode in my selling experience, I shall be glad to make a little address on this subject following your own, heading my talk 'Casting Bread Upon the Waters:'

All that will apply to selling of advertising will apply to the selling of goods or machinery. Referring to the staff of the Chicago Tribune for service to advertisers, of which I have already spoken, Professor Merle Thorpe of the School of Journalism of the University of Kansas, in a recent address before the Illinois Daily Press Association said:

"They will go any length to co-operate with the advertiser for the elimination of the gambling element in advertising. They will tell him where to place his advertised goods on sale, and they will provide him with all the specialized information they have gathered for selling goods in Chicago.

"The newspaper has conducted a careful survey of the city; it knows where the different elements in the population are located, what their prejudices are, how the people live, what they buy, where they buy, what sort of advertising appeals they respond to. The Tribune is in a position to supply all this sort of information for the asking. It has made the Tribune vastly more useful as an advertising medium than it could possibly have been otherwise."

Printing supply men should make a survey of the fields of printing and be able to advise their customers: "Successful Farming," of Des Moines, which has increased its advertising by one hundred thousand dollars, in six months, notwithstanding hard times, prepared and issued a book of carefully gathered statistics and costly maps showing the buying power of the American farmer and the best methods of distribution to reach him, under the title of "Newer Methods for Finding Markets." I have brought a copy of the book with me, that you may understand what a wonderful aid the books and the statistics accompanying the same would prove in the hands of advertising salesmen.

A representative of Successful Farming recently delivered an address before the Chicago Trade Press Association and will speak before the Associated Advertising Clubs of the World at the convention June 20-26th. All ought to hear him, as well as the other speakers. The Ad Club men are the promoters of co-operation, helpfulness and conservation in salesmanship. Salesmen must have the active aid and co-operation of the firms that they represent, for with such aid and the expert and broadening knowledge of the salesmen of the trade to be reached, wonders can be accomplished in conserving and helping to advance the business of customers.

A salesman who understands the business of the customers he is serving, whose heart is in his work and who keeps his eyes open, can gather a world of practical knowledge that will be helpful as to management of printing offices, efficiency, cost keeping methods, the handling of different lines of work and classes of printing that can be disposed of to different branches of business and manufacturers; where to get needed supplies and machinery with which a customer may be unfamiliar and yet in need; how to plan and sell work of different kinds, like folders, illustrated pamphlets or other printed advertising specialties, in order to keep the presses profitably going.

It does not harm one customer to tell the successful methods to a customer in another city. Every member of the calling is benefited by its improvement everywhere and, of course, all manufacturers and dealers in supplies are benefited. You can make friends by imparting useful knowledge and helpful suggestions and spurring customers to adopt the better methods and by showing sincere, friendly interest in their welfare. Permanent prosperity and high financial standing of customers are the great things to be earnestly striven after all the time. Help to make your customers better men, self-respecting, proud of progressiveness in their calling by precept and example, by being yourself worthy. Promote frugality, efficiency and high ideals.

By these Benjamin Franklin, the first great printer of America, who deemed Benjamin Franklin, Printer, the highest honor possible to be conferred, made his success and secured a place above kings in the world's history. Nothing that is low or vulgar or that tends to degrade you in the opinion of a customer will help, or conserve his business or promote salesmanship. Never try to get down and never pull down, nor never underestimate your customers, but ever strive to lift up, to inspire, to encourage. Be an honest, kind, clean, friendly gentleman. Promote courage, hopefulness, optimism, sunshine, friendship and business confidence by conversation, practice and example. There can never be too much of either in this world and the promotion of each and all of these is the very highest quality of helpful salesmanship.

As Mr. French says in this little book of suggestions: "Discourage the kicker, discourage the pessimist—make him an optimist." Good nature and optimism close many an order which would go elsewhere. The world hates the pessimist and loves the optimist. Most of the panics come because somebody growled about poor business or poor crops, or short cash, and a panic means loss to everyone. Help to conserve your business by refusing to sell to those who are on the way to failure through not understanding their business or who make no progress through lack of method, of efficiency, or the failure to install and keep a reasonably accurate cost finding system, and telling them why you refuse credit. A punch kindly given at the right time sometimes saves a business from bankruptcy and may hold a customer who in time will be grateful for the hunch or punch given in all kindness.

In order to do this one must be in close touch, sympathy and friendship with his customer. A failure is of no profit to any house and to watch after those who are about to fail in order to get ahead of other creditors is a constant worry and expense. Help those who will help themselves, but do not waste time and credit where the only prospect in the end is bankruptcy and loss.

Appropriate to this line of thought, Mr. Fletcher of the Miehle Printing Press and Manufacturing Company, writes:

Chicago, June 2, 1915.

Mr. B. B. Herbert, 4618 Ravenswood Avenue,
Chicago, Ill.

My Dear Mr. Herbert:—Your letter of May 24th has been received and I note the kind invitation you extend to me to make a short talk before the Supply Men's Club on Friday evening, June 4th.

Until today I had hopes that I would be present at the meeting, but now I find it will be impossible for me to be there. I am sure that I could add very little to what you and your years of experience will be able to say to the members regarding "Helpful Salesmanship and Conservation."

I will only say that my idea of good salesmanship is to create a feeling of confidence so that the customer may feel sure that both yourself and the house that you represent are desirous of being of service to him both before and after receiving his order. A salesman should make no statements that are open to direct contradiction or apt to be misconstrued; should confine himself to facts and endeavor to do many little things for the prospect which will help make things easier for him, and in short, to make all his dealings with him such that when he calls again he will be a welcome visitor. There are a lot more things that I could say but I think this sums up the matter in its most pertienent points.

I very much regret that I will not be there Friday

evening to hear your talk, as I know it will be a good one.

Very truly yours,

JOHN FLETCHER.

1218 Monadnock Block.

Mr. D. N. Mallory of Barnhart Brothers & Spindler, writes:

Cedar Rapids, Iowa, May 26, 1915.

Mr. B. B. Herbert, National Printer-Journalist,
1416 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert—I have found after careful study covering a period of about ten years, that there are no set rules by which one can be guided in making sales. The essential points are to know your whole line—know thoroughly the business of your clients, stick to the salesman's creed, be able to give them assistance in their business methods (by suggestion only), be able to tell them of equipment which will best meet their requirements. Never load them up (better sell short). Never carry the secrets of one client's business to his neighbor nor tell what the other fellow has bought—there is so much jealousy among competitors and, besides, they want to spread the news themselves.

Be a good listener and never anticipate what your prospect is going to say or in other words, don't take words out of a man's mouth—give him the opportunity of doing the talking—and while he is doing that, concentrate your mind on his own—make him feel that he wants what you are offering him and at the psychological moment write out your contract in full, giving him the benefit of every cent you can (your house wants you to do that). Look over your contract carefully to see that it complies in every way with your selling rules; place it before your prospect, with the remark "there, Mr. Jones, is just what we can do for you—you are convinced that this is just what you want. We can ship immediately. The quicker you get this in on your floor the sooner you will begin to reap the profit from this treatment. I thank you and if we can be of service to you in any way, at any time, don't fail to let us know."

The essentials—cleanliness of person and mind. Dress neatly and well but not flashy; be posted on all subjects. Ascertain what most concerns your client, the home, the family, baseball, farming, manufacturing; learn their hobby and help them to ride it. Keep in close touch with them and remember the only asset a salesman has is his word. If he cannot maintain that, he loses all.

Regretting exceedingly that I will not be able to be with you June 4th to get the benefit to be derived from your talk and assuring you that if the foregoing rambling thoughts will be of any assistance to you in forming your address, I shall be pleased beyond measure, and trusting that I may have the pleaure of meeting you at some future date, I am,

Very truly yours,

D. N. MALLORY.

Mr. Ertman of Printing Equipment, Chicago, treats of helpfulness to a prospective customer under the title or caption:

CASTING BREAD UPON THE WATERS

By E. G. Ertman

Every salesman should always bear in mind that his prospect is entitled to all possible coöperation and by sometimes going out of his way, the saiesmen will find that such coöperation will not only be appreciated, but almost invariably will sooner or later result in tangible returns in the form of business.

Some time ago I had an opportunity to call on a certain manufacturer, who a few months previous had taken on the manufacture of a new machine for use in printing offices. The concern was a big one, but their main line of manufacture lay in another field, and it was more by accident than by intention that they had bought out patent rights which necessitated their entering into the printing industry.

When I called on the man for the purpose of selling him advertising, I found him to be a man of big caliber but of the diffident type—the kind of man you all know, who says nothing and lets you do all the talking, and you know what that means. I finally wormed the information out of him that he had little faith in the possibilities offered in our industry and he was reluctant to admit that something seemed to be wrong with their own ability to market their new product. The machine was apparently all right, so was the price, so was the mechanical department. Considerable money had been spent previously, but returns had been insignificant. Other trade paper men had come in, had reeled off their alluring inducements in the usual silver-tongued manner, obtained their slice of the fat advertising appropriation and departed, but the results from the campaign had never materialized and the manufacturer had forsworn to ever buy an inch of space again. When I felt that under the circumstances this was not a matter of selling space, but rather a case where the Doctor should be called in, I began to ask Dr. Manufacture a few very pointed questions regarding what he really knew about our industry. I figured that I would not sell him anything anyhow, and that if he should choose to take offence it could not do any harm but that on the other hand, if he was the type of man I took him to be, he would appreciate frankness and loosen up and that then there might be an opportunity to give him something he would not be asked to pay for, which might later on change the situation. To be short this is what I learned. Mr. Manufacturer did not really know anything about the printing industry, about its magnitude, limitations, general trade conditions and trade customs. They had merely built a machine, advertised it, bought useless mailing lists, sent out printed matter to more or less defunct concernsfi and trusted to the Lord to bring back orders. I then started systematically to enlighten him on where his real possibilities lay and where he shoud keep off. I went at length into what I know of the experiences of his older competitors in the field and of how they had learned to overcome difficulties. The more I told him in this respect, the more he wanted and in the two hours I spent with him in his private office, I gave him information, which I knew he could not have purchased for hundreds of dollars. When I got through with him, he shook me by the hand and told me that he would not soon forget what I had told him.

Well, he did not, and several months afterwards, in the interval of which we had exchanged a numebr of letters, not touching at all on advertising, he stepped into my office and gave me a very substantial contract and he has ever since been one of my best customers. He simply found that he could trust in what I told him and h found since that he could also trust in what I promised to do for him.

PROGRAM OF THIRTIETH ANNUAL CONVENTION OF NATIONAL EDITORIAL ASSOCIATION, NORMAL HALL, LOS ANGELES, CALIFORNIA

June 29, 9:30 a. m.

Address of welcome, Mayor of the City of Los Angeles.

Address of welcome on behalf of State, Governor Hiram Johnson.

Address on behalf of School of Journalism of University of Southern California, Professor B. O. Bliven.

Address of welcome on behalf of California press, F. W. Richardson, President of the California Press Association; J. P. Baumgartner.

Response on behalf of National Editorial Association, Honorable L. C. Crampton, member of Congress, and editor of the Lapeer, Mich., Clarion.

President's annual address, G. E. Hosmer, Denver, Colo.

Appointment of convention committees.

Report of Advertising Bureau Committee.

Report of Convention Publicity Committee.

June 30, 9:30 a. m.

"Editing Women," Mary O'Conner Newell, Woman's Editor of the Chicago Herald.

"Congress and the Newspapers," Honorable Henry A. Barnhart, member of Congress, and editor of the Rochester Sentinel, Rochester, Ind.

Report of the Legislative Committee, Sheridan Ploughe, Secretary.

"A State Editorial Association that Declares Cash Dividends to Its Members," Alva A. Swain, Secretary of the Colorado Editorial Association.

"Building Up and Pushing a State Association," Sam P. Harben, Secretary of the Texas Press Association.

June 30, 2 p. m.

"How to Get and Hold County Circulation for the County-Seat Newspaper," H. J. Blanton, Paris, Mo.; Jens K. Grondahl, Red Wing, Minn.

"Getting the National Advertiser Into the Country Press," John Lee Mahin, President of Mahin's Advertising Agency, Chicago.

"How to Get and Hold Advertising," Fred E. Hadley, editor of the Enterprise, Winnebago, Minn.

"The Relation of the Schools of Journalism to the Newspaper," Honorable Frank L. Martin, School of Journalism, University of Missouri.

"Standard Advertised Remedies, Erwin F. Kemp, editor of Standard Remedies, Chicago.

July 1, 9:30 a. m.

"The Editorial Page," Herbert Cavenness, editor of the Chanute, Kan., Tribune.

"The College Girl and the Newspaper," Miss Sadie Velle Fenton, editor of the Logansport, Ind., Times.

"The Small Daily as a Big Fact in American Journalism," Mr. O'Flaherty, New York, of O'Flaherty's Suburban List.

"Scientific Newspaper Management," C. H. Prisk, editor of the Pasadena, Cal., Star.

"Politicians and Newspapers," E. E. Brodie, editor of the Oregon City, Ore., Enterprise.

Report of Committee on Constitution and By-Laws.

A session of the association will be held in San Francisco on July 7, and a meeting for the election of officers and reports of committees will be held at Sacramento on July 13, unless this is finished at the San Francisco meeting on the 7th.

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PROGRAM CONVENTION OF MANUFACTURING PHOTO-ENGRAVERS, HOTEL SHERMAN, CHICAGO

The nineteenth annual convention of the International Association of Manufacturing Photo-Engravers will be held at Hotel Sherman, Chicago, Thursday, June 17th, 1915, at 9:00 a. m. The following is the program:

Registration of Visitors, Reception Committee Room.

10:00 a. m.

Formal opening of the Nineteenth Annual Convention, I. A. M. P. E.

Opening Address, Oscar Kohn, Chairman Photo-Engravers' Club of Chicago.

Addresses of Welcome, Hon. Wm. Hale Thompson, Mayor, City of Chicago; Mr. J. D. Shoop, First Asst. Superintendent, Chicago Public Schools; Mr. S. M. Hastings, President, Illinois Manufacturers' Association; Mr. Geo. M. Spangler, Jr., Chicago Association of Commerce; Mr. A. E. Southworth, Treasurer, United Typothetae and Franklin Clubs of America; Mr. E. W. Houser, Ex-president, I. A. M. P. E.

Introduction of President H. A. Gatchel.

Responses to Addresses of Welcome—Mr. H. A. Gatchel, for the I. A. M. P. E.; Mr. F. W. Gage, for the visitors.

Appointment of committees; reports of officers; reading of communications.

Adjournment 12:30 p. m.

Thursday, June 17th, Afternoon Session.

Report of Credentials Committee; report of Auditing Committee; adoption of minutes of Eighteenth Annual Convention; reading of communications.

"Recent Advances in the Techno-Graphic Arts," Louis Edward Levy, Philadelphia.

"Developments in Planographic Methods," W. C. Huebner, Buffalo.

"What the Rotogravure Process Means to the Photo-Engraver," Chas. W. Beck, Jr., Philadelphia.

"How to Meet Rival Illustrative Methods," F. W. Gage, Battle Creek.

"The Middle-Man Problem," C. W. Klauminzer, Cleveland.

"Thorough Organization," L. B. Folsom, Boston.

Adjournment.

Friday, June 18th, Morning Session, 9:30 a. m.

Arbitration Agreement between I. A. M. P. E. and I. P. E. U. International Executive Committee.

Discussion.

Reading of $50.00 prize essay—"What Steps Should be Taken to Stop Ruinous Competition and Price Cutting, Endangering Both the Profits of Employers and the Present Wages of Employes in the Photo-Engraving Industry," Discussion.

"The Chicago Plan of Co-operation," E. W. Houser, Chicago. Discussion.

Adjournment.

Friday, June 18th, Afternoon Session, 2:30 p. m.

"Quality and Service," Roger Cunningham, Kansas City.

"More Knowledge, Profit and Publicity," N. S. Amstutz, Research Engineer, Valparaiso, Ind.

Adjournment.

Automobile ride over Chicago's boulevard system. Dinner at Bismarck Garden.

Saturday, June 19th, Morning Session.

Nomination of Officers.

"Paving the Way to Better Presswork—The Engravers' Opportunity," Arthur B. Rice, Chicago.

"Co-operation Between the Printer and Photo-Engraver," G. A. Heintzmann, Boston.

"How to Finance Our Organization," Adolph Schuetz, New York.

"The Hatt Air Space Screen," Arthur Hatt, New York.

Amendments to Constitution; election of officers; resolutions and recommendations; unfinished business.

Adjournment.

Entertainment Program.

Thursday, 8:00 p. m. sharp.—Moonlight ride on Lake Michigan, S. S. United States. Boat leaves at Clark street bridge. For ladies and gentlemen.

Friday, 4:00 p. m.—Automobile ride viewing Chicago boulevards and parks. Leaving Hotel Sherman and stopping at Bismarck Garden for dinner. For ladies and gentlemen.

Saturday, 7:00 p. m.—Banquet at Hotel Sherman. For ladies and gentlemen.

Ample arrangements have been made by the ladies' committee to entertain the visiting ladies during the hours in which the convention is in session.

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TWO COLORS OR TWO JOBS AT ONCE

By consulting the advertisement of the Queen City Printing Ink Company in this month's issue, another method of economy in printing will be made clear. It is in effect the doubling the output of the press. This is accomplished by a Dual Print Attachment by which it is possible to print two colors at one time on Chandler & Price presses, thereby saving one-half of the impressions, also one lock up, one wash up and one make-ready, and maintain the register. Two-color work is in that way produced at the same cost as one color work. Two jobs can be printed at the same time in the same or different colors, thereby doubling the output of the press.

By the use of Queen City "Slipnot," a compound that will positively prevent offset, and that can be added to any colored or black ink, actually improving the working qualities of the ink, all slip-sheeting can be saved and where the job is to be printed on both sides in two colors the sheets can be turned over and run through the second time and the sheets then cut apart, making the complete job in two colors without taking the form from the press.

It is suggested that if the job printer will estimate the number of impressions he could save, per month, at his estimated cost, and add to this, the time he would also save on the extra lock-ups, wash-ups and make-readies (which are now duplicated when he prints one color at a time) he would find he would make large returns on the investment.

Also the fact should be appreciated that now the printer will be in position to encourage two-color work, where, heretofore, when a customer wanted just a single line of an extra color, they were compelled to tell the customer that, on work, the general character of bill-heads, letterheads, cards, etc., the extra line would cost, for the impression work, as much as the regular one-color printing. With this attachment the printer can make a lower charge or take an extra profit.

Another consideration is the fact that if the purchaser when he places an order for say—10,000, is very anxious for say—100 copies, the printer today cannot well furnish the hundred copies until all of the first color is run, and a portion of the second. With this attachment it is possible to reverse the first 50 sheets off the press, and deliver at once.

While this attachment is primarily sold for printing two colors, which are intermingled, and necessitates the cutting of the paper, double-width, and reversing it, many jobs can be printed one on, two colors, at the same time.

Without criticising the disc press, it is admitted, quite universally, that its weakest point is lack of distribution, with one disc. On this attachment, when printing one color, three discs are in operation, which increases the distribution at least fifty per cent. To show that this is an item, we find that many printers have bought special attachments, like vibrating rollers, at an expense of $50. to gain this one item, which is secured by the use of the Dual Print Attachment.

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CHALLENGE TYPE-HIGH PLATE AND BASE GAUGE

The Challenge Type-High, Plate and Base Gauge fills the long felt want, often expressed, among compositors, stonemen and pressmen, for a small size, light weight gauge that can be carried in the pocket or attached to a key ring.

The half-tone reproduction pictures the gauge (actual size), also the neat leather case furnished. The gauge is a model of the master tool maker's skill—fine blued steel finish; all measurements plainly indicated by handsomely engraved arrow heads and lettering; tempered hard as flint. Although small in size it fills every

requirement of the massive, old style type-high, bearer, cylinder and roller gauge and in addition has gauges for testing the standard thickness of unmounted zinc, half-tone and electro plates as well as the two heights of bases.

With these new measurements the stoneman can determine in an instant to the one-thousandth part of an inch the necessary interlay to place between the unmounted plates and the bases to bring all the plates in the form to a uniform height, saving the pressman the time and trouble of unlocking the form to do this work after being placed on the press. As a result the lock-up is not disturbed, the make-ready is greatly simplified and waiting time of press greatly reduced.

The price of the gauge is $2.50. Manufactured by The Challenge Machinery Co., Grand Haven, Mich.

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SPECIMENS OF BOOK AND CATALOGUE FACES

The above is the title of an especially artistic publication, issued by the Mergenthaler Linotype Company for the purpose of demonstrating the ability of the Mergenthaler Linotype to set the body matter for books and pamphlets of the highest order and quality in accord with the best practice of the master printers.

The book shows pages widely diversified from Ralph Waldo Emerson's "Tantalus," with all the chaste simplicity of a dainty octavo, to a leaf from that consummate master of ornamentation, William Morris; and in the catalogue section each exhibit, with its accompanying illustration, shows pages from several of the leading American manufacturers' catalogues.

This successful and inspiring effort, through worthy production and appealing examples or specimens, to bring about an appreciation of improved composition and printing, is worthy of especial commendation. Precepts and rules may be good, but to show how is better. There is, incidentally, a good deal that is pleasing and informing, in the text that deserves careful reading, but the composition, the illustrations, the color work and the paper used as adapted to a production of right character, deserve careful study and consideration.

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INTERTYPE BUSINESS GOOD

At the recent Meeting of the Illinois Press Association, Manager Montgomery, of the Intertype Chicago Agency, was asked by many interested publishers to make a statement regarding conditions at this time. He said:

"During the period of reorganization, our publicity has been largely reduced, with the exception, of course, that we are continually being advertised by our "loving friends." We are now getting the benefit of that advertising. The number of machine orders for the month of June, will probably be larger than in any previous month. These orders include eight machines for the Cincinnati Enquirer, four for the Chicago Tribune, two for the Detroit Free Press, one for the St. Louis Star-Chronicle, and a long list of single machine orders from newspaper and job offices.

The recent announcement of foreclosure, which is being widely circulated today among Illinois editors, is a previously planned step in the method of reorganization. It has no influence whatever on the Company otherwise.

In the meantime, the line of machines manufactured and rebuilt by us are recognized in the trade as being standard product. The Model B Intertype is, without doubt, the standard line composing machine of the world—meaning the best. In a short time, all composing machines will be measured by the standard of the Model B.

We are just beginning to push the rebuilt Linotype machines, known as Models Y and Z; they are meeting with a ready sale, publishers generally appreciating the opportunity of securing full length wide magazines and other standard features on the lower-priced machines.

Within a year, the line casting machine business of the United States will be evenly divided between the former Monopoly and the Intertype.

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BOLDNESS OF ADVERTISING MEN'S CLAIMS JUSTIFIED

Advertising men can speak more boldly than they once could about the ethics of their calling. When a profession has put its ideals into a code, it has removed the mark of experiment from its name and taken its place among accepted institutions. Medicine and the law have built up their codes by years of strict adherence to the principles of their ablest exponents. Now comes advertising with its own particular code.

Even one not familiar with the intricate mechanism of modern publicity appreciates its enormous growth in recent years. He need not be engaged in business to realize its influence. Skilled writers introduce their taking phrases into the vocabulary of his household. Wherever he turns he encounters the subtle influence of the advertising man

BART SERVICE

BART has left the Minneapolis Journal to associate himself with the Buckbee-Mears Co. of St. Paul, to establish A DAILY CARTOON MAT SERVICE FOR DAILY PAPERS A WEEKLY SPECIAL CARTOON PLATE SERVICE FOR WEEKLY PAPERS

Exclusive territories now open in a limited section of the Middle West, so that every cartoon may be up-to-the-minute in public interest in Politics, Sport, War, Weather and Events.

With the daily service we offer a "CHALK TALK" proposition that's a winner for CIRCULATION BOOSTING

Write today for reservation of your territory, and terms.

BUCKBEE-MEARS CO.
SAINT PAUL, MINNESOTA

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

JUNIOR LINOTYPE BARGAIN — FOR SALE—Junior, in good condition, at $350, on floor, if taken at once—forced sale. Telescope, Belleville, Kansas.

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

POSTER STAMPS—The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid. STANDARD PUBLICITY SERVICE, 721 Perry Bldg., Philadelphia, Pa.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

JMB

CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N DAK.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

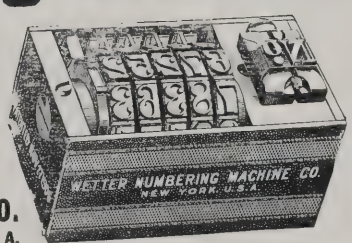
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. **PRICES FROM $5.00 UP**

No. 12356
FACSIMILE IMPRESSION

BUY ONE NOW



Sold by **ALL DEALERS**

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

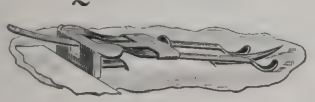
KTF

TYPE, STEEL EQUIPMENT, MACHINERY

And every other requisite for the printer—we have them. Let us have a chance to supply your next order, be it little or big. If you are not receiving our printed matter regularly, drop us a line.

KEYSTONE TYPE FOUNDRY PHILADELPHIA NEW YORK BOSTON CHICAGO DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

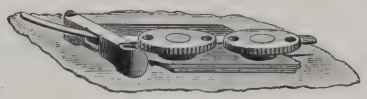
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

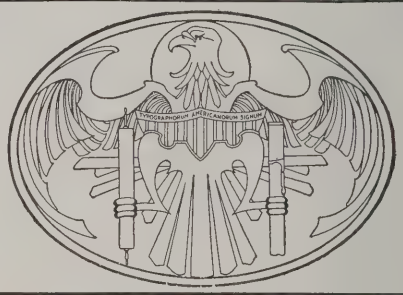
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

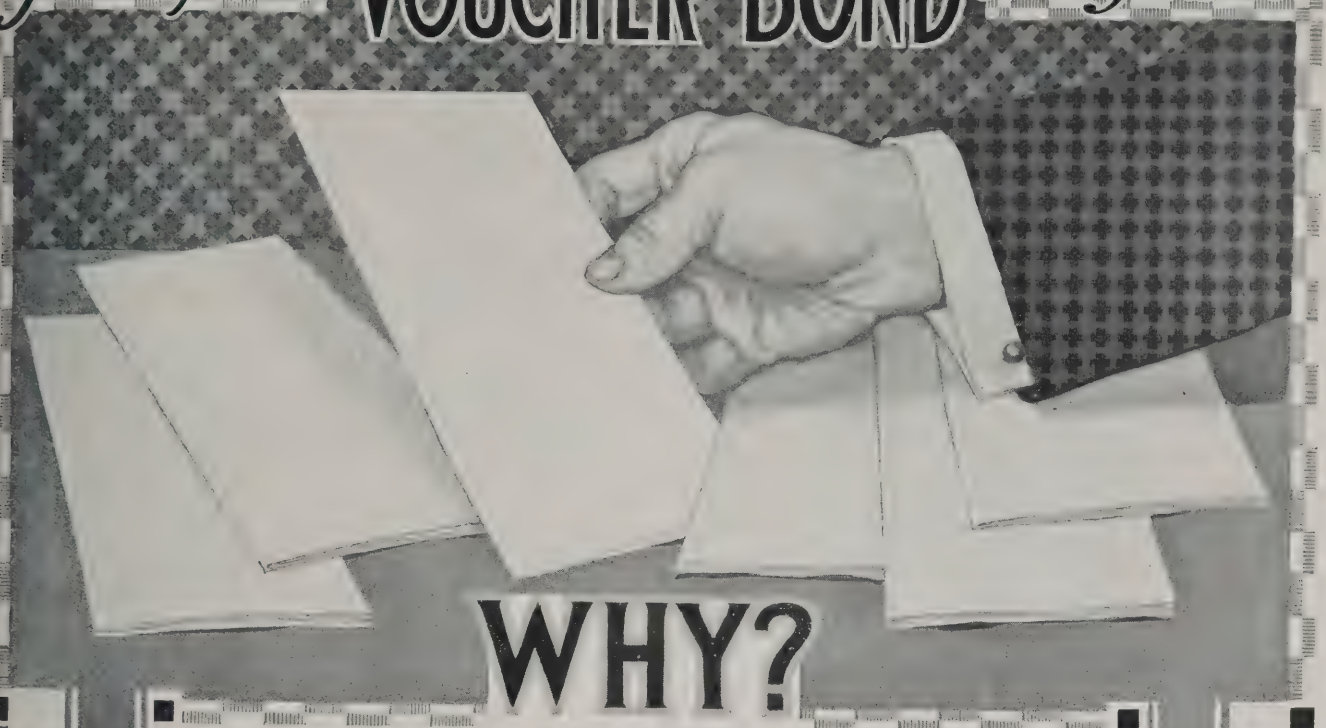
Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

You'll pick VOUCHER BOND every time



WHY?

BUTLER·BRANDS PAPER THE BEST

BUTLER·BRANDS PAPER THE BEST

WATER—It has most to do with influencing color and appearance of paper. Finished paper can be no cleaner nor brighter than the water used will permit. While the pulp is forming, a constant flow of water passes through it in the washing and cleansing process until it reaches the paper machines, where the proportion is 95% water.

With these facts before you it is readily seen that a supply of clear, pure water is essential in making good paper.

Our Voucher Bond mill is fortunate in this respect. Every drop of water is pumped from a subterranean lake beneath the mill. The supply is inexhaustible, and it never varies in its analysis. There is no better water for making paper to be found anywhere. This will explain to you the reasons for the bright color of Voucher Bond.

It has
THE COLOR
THE FINISH
THE TEXTURE
THE PRICE

BUTLER·BRANDS PAPER THE BEST

Voucher Bond is desirable for use in small work, but particularly economical for big runs of Letterheads and Form Letters, for Order Blanks, Bill and Statement Heads, Manifold work and many purposes for which a substantial Bond Paper of very low price is to be preferred.

Voucher Bond is a member of the "Butler" line of Standardized Bond Papers. Get samples and know these lines.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.	Mutual Paper Co. . . . . Seattle, Wash.
Missouri-Interstate Paper Co. . . . . Kansas City, Mo.	Commercial Paper Co. . . . . New York City.
Mississippi Valley Paper Co. . . . . St. Louis, Mo.	American Type Founders Co. . . . . Spokane, Wash.
Southwestern Paper Co. . . . . Dallas, Texas.	American Type Founders Co. . . Vancouver, British Col.
Southwestern Paper Co. . . . . Houston, Texas.	National Paper & Type Co. (Export only), New York City.
Pacific Coast Paper Co. . . . . San Francisco, Cal.	National Paper & Type Co. . . . . Havana, Cuba.
Sierra Paper Co. . . . . Los Angeles, Cal.	National Paper & Type Co. . . City of Mexico, Mexico.
Central Michigan Paper Co. . . . Grand Rapids, Mich.	National Paper & Type Co. . . . . Monterey, Mexico.

National Paper & Type Co., Guadalajara, Mexico.

J.W. BUTLER PAPER COMPANY CHICAGO

ESTABLISHED 1844

A New Type Face from the House of Hansen

Society Text

6-Point 18A $0.90 60a $1.10 $2.00
Neat Typographical Effect on Many Forms of Refined Personal Stationery Can be Produced with this Attractive Text Series which will Please Greatly

8-Point 16A $1.00 54a $1.25 $2.25
The Principle of Appropriate Type for the Work in Hand is Important and Should be Kept Constantly in Mind 12345

10-Point 15A $1.10 50a $1.40 $2.50
Experts Employed to Manufacture Hansen Type Discriminating Printers Choose Hansen Products

12-Point 12A $1.15 45a $1.60 $2.75
We Take Pleasure in Presenting the Society Text, Believing that You will Profit therefrom

14-Point 13A $1.35 40a $1.65 $3.00
Finest Printing Material Manufactured

18-Point No. 1 10A $1.50 30a $1.75 $3.25
This Text Letter Decidedly Popular

18-Point No. 2 9A $1.40 30a $1.85 $3.25
Fine Invitations, Announcements

24-Point No. 1 7A $1.70 19a $1.80 $3.50
Plan Delightful Entertainment

24-Point No. 2 6A $1.70 18a $1.90 $3.60
Hansen Superior Quality

Larger Sizes in Preparation

The H. C. Hansen Type Foundry

The Society Text is a pleasing style of type face for Society and commercial printing; a common-sense attractive face for wedding stationery—as pretty as shaded faces when properly used and will outwear the shaded letters—more profit for the printer on an equal amount invested.

The five most used sizes, viz:

1 font 8 point
1 font 10 point
1 font 12 point
1 font 14 point
1 font 18 No. 2

Costs only $12.37

The Society Text is Hansen Diamond Nick quality — the best.

A complete stock of all Hansen Type and Supplies at St. Paul, Minnesota.

C. I. JOHNSON MFG. COMPANY

INDEPENDENT PRINTERS SUPPLY HOUSE

48-50 E. Third St. St. Paul, Minnesota

"JOHNSONIZED MACHINERY"

THIS ADV. SET IN HANSEN CASLON FULL FACE AND CASLON OLD STYLE BRASS RULE BORDER

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

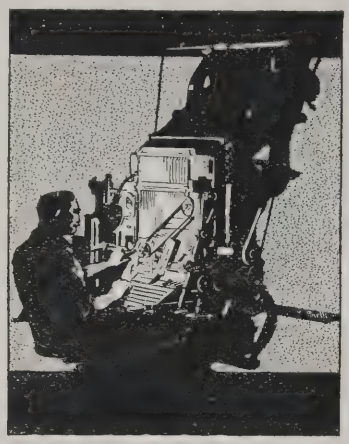
HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

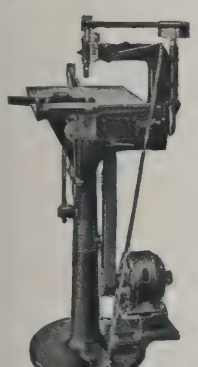
European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype.



The hand that keeps the world informed

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING, NEW YORK
CHICAGO, SAN FRANCISCO, NEW ORLEANS,
CANADIAN LINOTYPE, LTD., TORONTO



Miller Saw-Trimmer with Router and Jig-Saw Attachment

QUICK ACTING—that's the Key note. The Miller Saw is fast. No matter what operation is up, the printer can get to it in a jiffy with the Miller.

In the average plant the type-high planing feature alone is worth the price of the equipment.

Note we state it to be the only accurate type-high planer for the printer — The Miller backs 'em all off the board for speed, as well as accuracy.

There is one machine needed above all other equipment in every plant with a press capacity from one cylinder and a couple of platens up—that's the Miller Saw.

Miller Saw-Trimmer Company

Point Building Pittsburgh, Pa.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President
CHAS. E. NEWTON, Vice-President
CHAS. BISPHAM LEVEY, Treasurer
WM. S. BATE, Secretary

NEW YORK, 59 Beekman St.
SAN FRANCISCO, 345 Clay St.
CHICAGO, 505-7-9 S. LaSalle St.
SEATTLE, Armour Bldg.

THE STANDARD

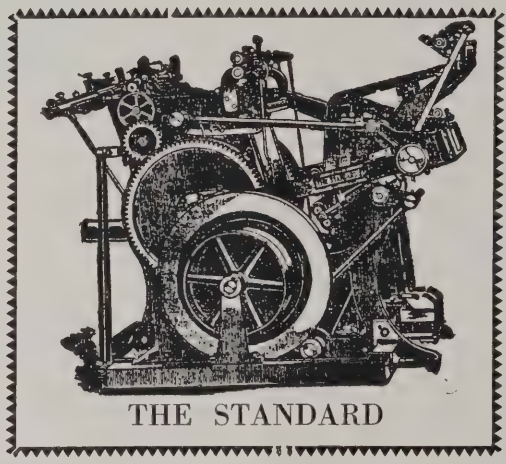
High-Speed Automatic Job Press

Pays for Itself Automatically

ONLY **$250** DOWN

Easy to Earn Big Money With

Easy to Learn



THE STANDARD

Easy to Buy

Easy to Keep Busy

Our Terms Run on Rubber Tires.
So Easy They Never Jar.

The STANDARD alone has stood the practical test of day in and day out work in the job department.

No other machine has ever survived this test.

Write for Particulars.

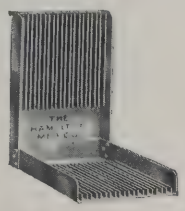
WOOD & NATHAN COMPANY

SOLE SELLING AGENT

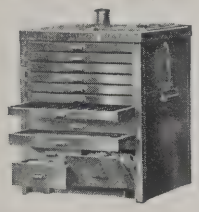
Thirty East Twenty-third Street, **NEW YORK CITY**

Eternal Vigilance

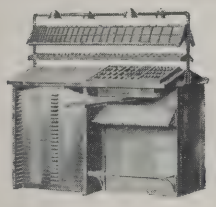
A Few Typical Pieces of Equipment



No. 941 Chase Rack (Steel)

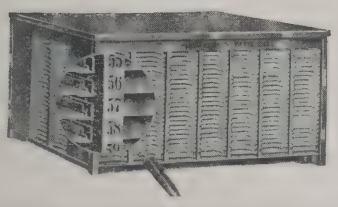


No. 636 Steel Platen Pressroom Cabinet



No. 549 Steel Adman Cabinet

No. 657 Steel Unit Galley Cabinet



No. 723 Steel Imposing Table for Galley Storage

No. 785 Steel Bindery Table with Casters

is the price of supremacy. Hamilton equipment is not only made to meet the latest ideas of efficiency in the printing-plant, but in some respects goes even farther and blazes the way for new methods for the printer.

Herewith are shown a few examples of efficient up-to-the-minute steel equipment produced within the last few months by the Hamilton organization. It will pay any printer to look over this list with care, as it contains space-saving, time-saving articles absolutely necessary to any printer who is interested in reducing costs.

Send for complete description of the articles that interest you. This information may be secured either direct or from your nearest dealer.

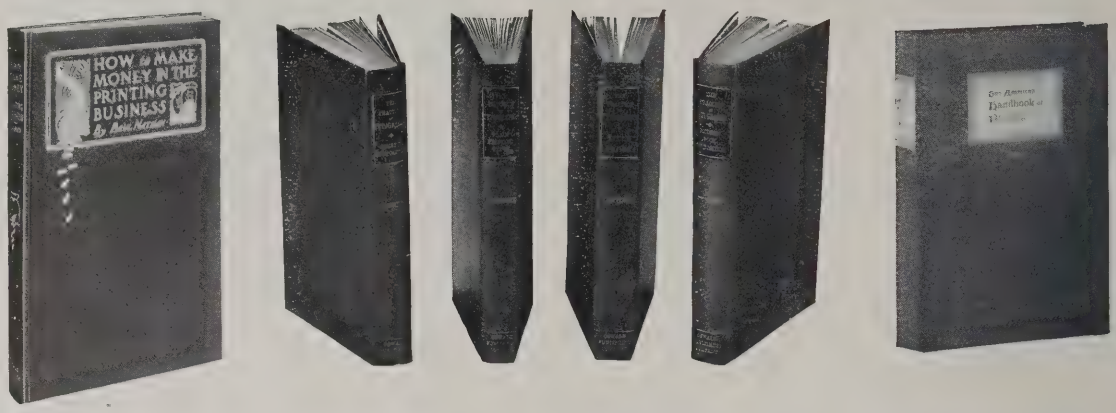
The Hamilton Manufacturing Company

Main Offices and Factories, TWO RIVERS, WIS.
Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPE-FOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAGE, graduated by picas and nonpareils, mailed *free* to every inquiring printer.

STANDARD BOOKS ON PRINTING



CORRECT COMPOSITION

By THEODORE L. DE VINNE, A.M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. 5x7½. 476 pages. Cloth, $2.00; postage and packing 20 cents extra.

PLAIN PRINTING TYPES

By THEODORE L. DE VINNE, A.M. A treatise on the processes of typemaking, the point system, the names, sizes, styles and prices of types. A volume for all who would learn of the history and characteristics of type-faces. Numerous type-faces are shown and the processes of typemaking are illustrated. 5x7½. 403 pages. Cloth, $2.00; postage and packing 20 cents extra.

MODERN BOOK COMPOSITION

By THEODORE L. DE VINNE, A.M. A treatise on typesetting by hand and by machine and on the proper arrangement and imposition of pages. A supplementary volume to "Correct Composition," by the same author. There are illustrated and described the details of composing-room work, including difficult composition, algebra, tables, music, and genealogies. 5x7½. 477 pages. Cloth, $2.00; postage and packing 20 cents extra.

TITLE-PAGES

By THEODORE L. DE VINNE, A.M. A treatise on the styles and arrangements of book title-pages, with numerous illustrations in facsimile and some observations on the early and recent printing of books, including a title-page set in ten styles. A necessary volume for the student of display typography. 5x7½. 485 pages. Cloth, $2.00; postage and packing 20 cents extra.

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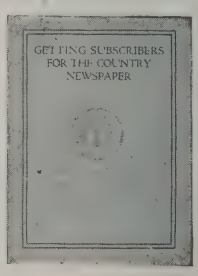

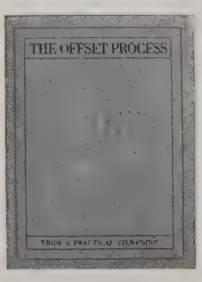

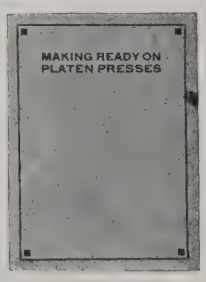

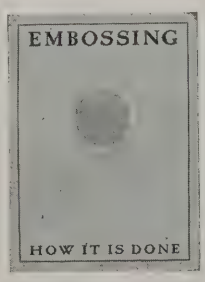

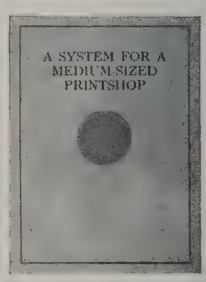

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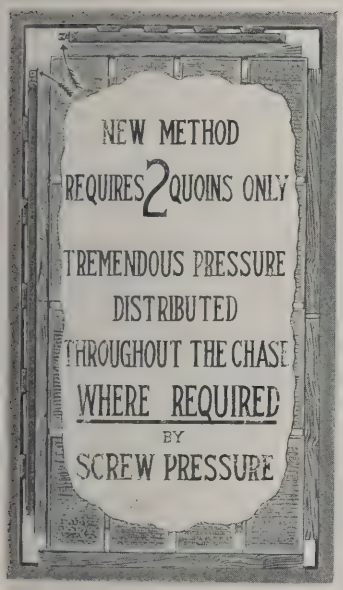

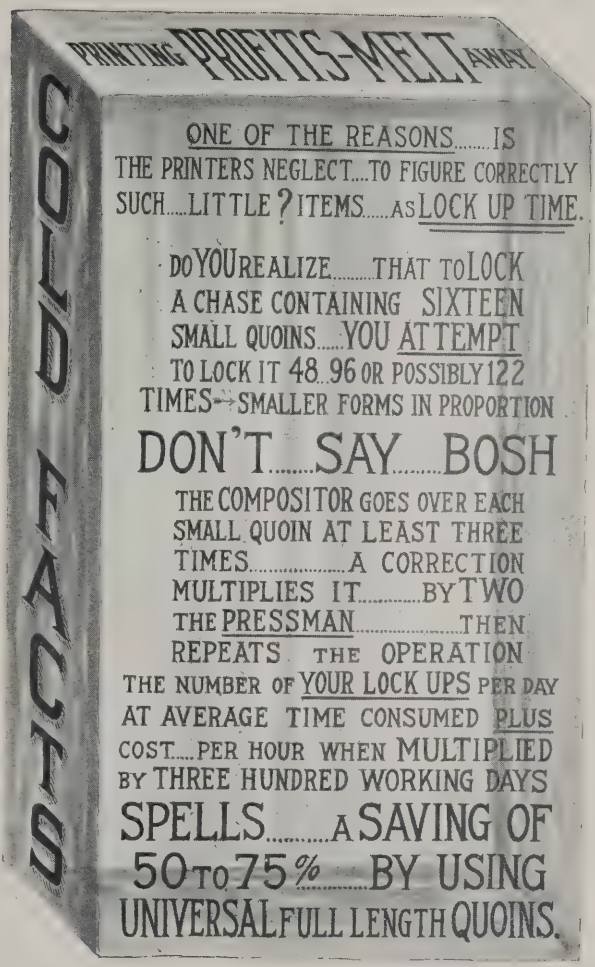
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THE PRINTERS NEGLECT....TO FIGURE CORRECTLY
SUCH.....LITTLE ? ITEMS.....AS LOCK UP TIME.
DO YOU REALIZE.....THAT TO LOCK
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SMALL QUOINS.....YOU ATTEMPT
TO LOCK IT 48..96 OR POSSIBLY 122
TIMES—SMALLER FORMS IN PROPORTION
DON'T.....SAY.....BOSH
THE COMPOSITOR GOES OVER EACH
SMALL QUOIN AT LEAST THREE
TIMES.....A CORRECTION
MULTIPLIES IT.....BY TWO
THE PRESSMAN.....THEN
REPEATS THE OPERATION
THE NUMBER OF YOUR LOCK UPS PER DAY
AT AVERAGE TIME CONSUMED PLUS
COST....PER HOUR WHEN MULTIPLIED
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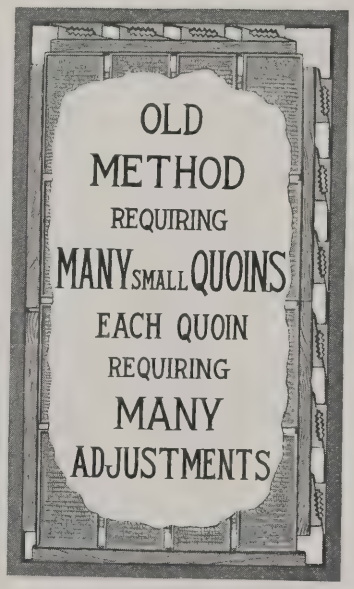

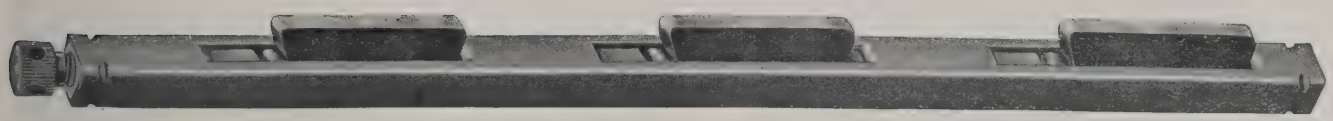

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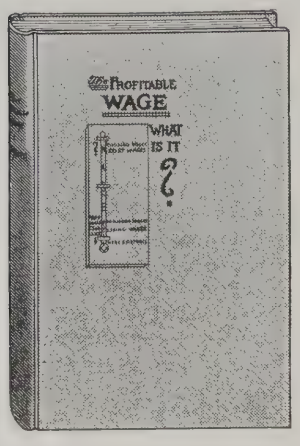

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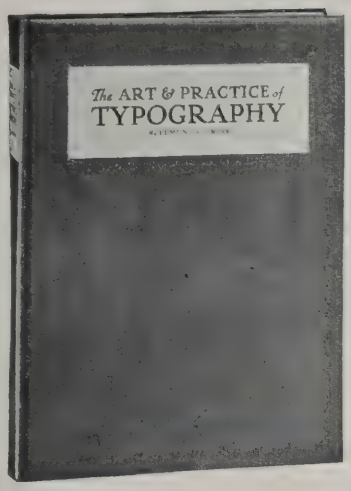

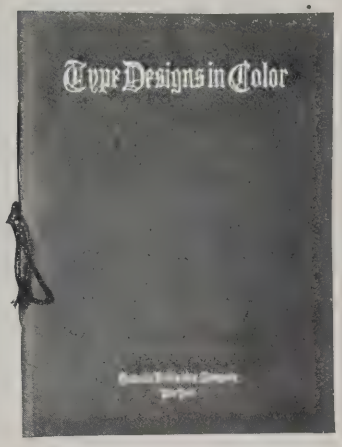

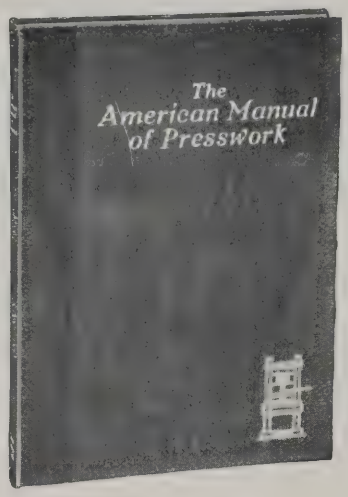

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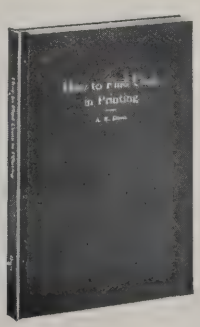

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-three | Chicago, July, 1915 | Number Seven

Tendencies In Advertising

AN especially instructive article with diagrams, on the "Tendencies of Advertising," by Jno. K. Allen, advertising manager of the Christian Science Monitor, has reached this office, in proofs, from the office, Falmouth and St. Paul Streets, Boston, Mass. The plan, evidently, is to issue in pamphlet form and the same will afford a valuable contribution to advertising literature.

The diagrams show the tendencies of advertising for the different months of the years of 1911, 1912, 1913, 1914 and 1915, of twenty-two standard magazines; in New York and Brooklyn dailies; in sixteen women's magazines; ten class magazines; several separate publications; and combinations of dailies and weeklies.

"The freak year was 1913 and the tendency for advertising to decline is strongly marked in 1914 and the depressing effect of the war beginning in August, 1914, has continued since.

The author further states:

In order that a comparison may be made between the volume of advertising and general business conditions during the same period, I have had Babson's Statistical Organization place on the diagram the dotted line showing the average yearly Babson barometer figure. These figures are a composite record of such subjects as new building, crops, bank clearings, money, commodity prices, railroad earnings, stock prices, immigration, etc.

It will be seen at once how the lines representing advertising conform in their general trend to the line representing general business conditions. The extension of this line for 1915 is suppositious, based upon the average of the first four months of this year. The lines representing advertising during these first four months do not show this tendency to increase. I explain this by the fact that the improvement in general business was in stocks, bonds, war munitions, railroad earnings and other forms of business activity which have not utilized advertising to a great extent. * * * *

The obstacle may not generally be seen as I see it, but I believe that the one thing which is making advertising more difficult to sell is the fact that the interest of the reader in advertising is accidental rather than real.

If publishers can find a way to make their readers intentionally interested in advertising its efficiency will be enormously increased. The volume of advertising will correspondingly increase. Advertisers can then fill space now used to shock the readers into giving attention to their announcements, with appeals to the reader's intelligence and reason.

Advertising will then be transferred from the realm of chance into the realm of the real, and no longer will the uncertainty of a successful result lurk behind every advertising contract.

Diagram 10 shows how advertising looks in a publication which has succeeded in establishing with its readers a certain degree of international interest in its its advertising. This diagram shows the volume of advertising since 1909 in The Christian Science Monitor, a daily newspaper published in Boston.

The line showing advertising in November shows an abnormally high position in 1909, 1910, 1911 and 1912 due to special Thanksgiving editions running to 96 pages published in those years. Since these editions were abandoned the month's advertising has dropped to its normal figure.

Comparing the history of advertising in this daily newspaper with Diagram 8 showing the volume of advertising in seventeen New York dailies, or with Diagram 9 showing advertising in forty-eight magazines, seven weeklies and seventen dailies, it will be seen that it does not conform to the tendencies there shown. On the countrary its general tendency is upward in a marked way.

This tendency which continues even into this present year, I attribute to the fact that it secures from its readers a great degree of intentional interest in the advertising. This fact, coupled with its absolute exclusion of all bad advertising, is gaining for it a notable

place in the lists of advertisers who value results. I commend a similar effort to all newspaper publishers.

Legislative Tendencies

It is plainly apparent that the attitude of governments toward newspapers and advertising is undergoing a change. The freedom of the press from regulation by government is likely to become a tradition. In the strict censorship of the news in such a free country as Great Britain, engaged in a war of engrossing importance, there is an indication as to what might happen with us. A tendency to similar governmental regulation of advertising is already quite marked in this country.

In certain municipalities, including New York City, ordinances have been passed seeking to control the business of advertising in an attempt to prevent the publication of that which is fraudulent. As yet this form of legislation by municipalities has not gained much headway, but it is possible that it will become more general.

A legislative tendency, which should, however, become general, has made its initial appearance in New Orleans. The city assessor has proposed that substantial assessments be placed against a local billboard company and the lessee of the local street-car advertising privilege. He recommends an assessment of $100,000 on the outdoor advertising company and one of $300,000 on the holder of the street car privilege.

Each community here represented should learn whether it is receiving revenue from holders of privileges of this nature. In proceeding to such an inquiry an important question arises with relation to each form of advertising. In the interest of the public should outdoor advertising be permitted at all? If it is to be allowed it should be carefully regulated so that it will not offend the public taste more than is necessary, and it should pay a tax for the benefit of the highways it so generally disfigures and from the use of which, by the public, it derives its value.

With relation to street car advertising, it should be learned if, under the terms of the franchise, a transportation company can sell its car space for advertising purposes. It may be discovered that it is illegitimate for a traction corporation to do this. Should it be found that selling advertising space in street cars is a legal operation, then a tax is properly assessable against the value of the privilege.

Neither of these forms of advertising should receive more lenient treatment from the taxing power than is accorded to the owners of newspaper publishing plants.

State legislatures are also becoming interested in the regulation of advertising. In ten states the Printers' Ink Statute has been passed.

In New York, the Governor has recently signed an act which replaces the law first passed.

The chief differences between the old and the new law are:

(1) The law referred only to false or misleading statements made in "a newspaper, circular, circular or form letter, or other publication." The new law covers every conceivable form of advertising or of making statements to the public, including billboards, signs, placards, cards, labels and tags. Fraudulent bankruptcy signs, "Selling Out" signs and many other misleading window signs will thus be included.

(2) The old law confined itself to fradulent advertisements concerning quantity, quality, value and three or four other enumerated classes of statements concerning merchandise, and a few specified classes of statements about real estate, such as extent, location, ownership, etc. The new law is sweeping and covers every kind of false statement or fradulent advertisement, regardless as to what particular subject the statement refers to.

(3) The old law applied only to statements made in connection with merchandise and real estate. The new law applies not only to merchandise and real estate but also to service, or anything offered to the public not only for sale, as appears to be the meaning of the present law, but with intent to induce the public in any manner to enter into any obligation relating thereto.

(4) The old law specified no punishment and simply made the offense a misdemeanor. In New York state punishment for a misdemeanor is imprisonment for not more than one year, or a fine of not more than $500, or both. The new law provides for a minimum fine of $25 and a maximum of $1,000, or imprisonment for not more than one year, or both. It therefore makes it impossible for the offender to escape with a fine of less than $25, and increases the maximum fine from $500 to $1,000.

In at least one state, Alabama, legislation has been passed prohibiting liquor advertising in newspapers. In a test case the supreme court has sustained the constitutionality of the law. It is possible, therefore, with relation to other things, that the publisher will not be allowed to be free to decide what advertisements he may accept.

In the interest of public morals publishers may—and I think should—decide this in advance of legislation requiring them to do so.

The federal government has also taken steps to regulate the business of newspapers publishing in respect to circulation and advertising. The postoffice department in requiring sworn statements of circulation from publishers of daily newspapers, has taken a step which in time must be followed by action which will put teeth in the regulation by providing a penalty for making perjured statements.

The governmental requirement is that "all editorial or other reading matter published in any newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised, shall be plainly marked 'advertisement.'" This is an indication only of the tendency toward government control. It is, so far, nothing but an indication.

Its purpose is thus stated by the Third Assistant Postmaster-General: "The intent of this part of the act is obviously to enable the public to know whether matter which is published in a newspaper or periodical of the second class is what it purports to be or is in substance a paid advertisement. To this end the act requires that all editorial or other reading matter, such as textual business write-ups, descriptive news, etc., which have for their purpose the calling the attention to the merits of something in which the undisclosed advertiser is interested, published in any newspaper, magazine, or periodical, for the publication of which money or other valuable consideration is paid, accepted, or promised, shall be plainly marked 'advertisement'."

This obvious and excellent intent is, however, almost barren of results. The regulation is violated daily in every city, because there is no adequate way of enforcing it.

The Postoffice Department says: "The views of this office as to whether an advertisement should be marked as such could have no controlling effect, since the act, being penal in its nature, would, in case of an indictment for an alleged violation of it, be construed and applied by the courts on the facts of a given case."

This recourse to the courts is not likely to be made, as no one feels sufficiently aggrieved by the violations of the legislation to invoke the aid of the courts in sustaining it.

Educational Tendencies

The searchlight of the scientist is being turned on advertising. The psychologist is revelling in a new and promising field of human activity.

In the good old days, people bought things because they wanted them. Now we are told there are deep scientific reasons why we buy. We are informed we respond to certain forms of mental suggestion more readily than to some other forms. We are now analyzed, classified and catalogued as carefully as are other less important forms of animal life. The scientist now knows, or thinks he knows, how to increase the demands we have for articles of human consumption. We see frequent use of such scientific terms as "the principle of appeal," "the method of approach" and "the time for closure."

At the Old Gate

Behind this sudden invasion of the field of advertising by the scientist is a cause, and much may be learned by our search for it.

To newspaper publishers advertising is a source of appreciated revenue. To the advertiser, however, it is a subsidiary department in his selling system. Therefore the increasing demand for efficiency in methods of production and distribution has inevitably extended to advertising, which forms a part of the distributing system.

Advertisers discovered what we publishers must confess, that the efficiency of advertising was either very low or was hidden in such a manner as to escape detection. Generously enough, many an advertiser admitted the failure of his publicity to be efficient was not the fault of the mediums he used, but the copy he put in them.

To correct what seemed to him to be a fault of his own, he began, through appeal to the psychologist, to uncover how the human mind acted toward advertisements.

It is seen, therefore, how the movement for education in advertising became a movement of advertisers instead of a movement of publishers, as it might properly have been.

No followers of a business seem to be attempting to improve themselves by education to such a degree as the advertising men. Nor is any commercial business increasing its literature more rapidly than the business of advertising.

This study of advertising is going on in many advertising clubs throughout the world, and excellent courses are open to their members.

In Y. M. C. A.'s and similar organizations there are many courses in advertising open to clerks and young business men. In high schools such courses are beginning to be provided, particularly to evening classes. In many colleges and universities courses in advertising are now provided, and it is possible for the young man who desires to follow the business of newspaper publishing to attend courses in journalism and advertising in the same institution.

To all these advancing steps the publisher who has acquired his knowledge by actual demonstration is glad to extend encouragement and coöperation. But caution is needed to keep the educator's feet on the ground of practicability while his head is in the clouds of inspiration.

Moral Tendencies

In the renaissance of morality which began some years ago with the investigation of life insurance companies and which has since invaded most other businesses, it is worthy of remark that no business has made greater strides in reform than has advertising.

There are several marked cases which show how the desire to improve the business of advertising has been effective in raising its moral status.

An investigation made by the temperance society of the Methodist Episcopal Church, the result of which was published last January, shows that one-fourth of the daily newspapers in the United States refuse advertisements of intoxicating liquors.

In a constantly increasing degree newspapers are declining patent medicine advertising.

The adoption of "Standards of Practice" by fifteen departments of advertising at the convention of the Associated Advertising Clubs of the World at Toronto last year marks an epoch in the history of advertising. No longer can an advertising man set up a claim of a lack of a standard in advertising practice. He now knows what is expected of good advertising men, and if he wishes to join that representative body he must subscribe to the Standard of Practice of the Department in which he is interested before he can become a member.

In certain specific cases there may be seen tendencies toward better conditions in newspaper advertising.

On all instructions for copy given out by Sherley Hunter for F. B. Silverwood, clothier, of Los Angeles, is this stipulation:

This copy is given to you for insertion with the understanding that it is to appear in conformation with the Standard of Advertising Ethics adopted by the Associated Advertising Clubs of the World at the Toronto convention, 1914. It is not to appear in conjunction with "Foreign" or "Medical" advertising, which has a preferred position to it, or on a page which can be characterized as a "Foreign" or "Medical" or what is known as a "Run-till-stopped" page.

The New York Tribune now carries this declaration as a part of its editorial head:

You can purchase merchandise advertised in The

Tribune with absolute safety—for if dissatisfaction results in any case, the Tribune guarantees to pay your money back upon request. No red tape. No quibbling. We make good promptly if the advertiser does not.

Since the Tribune adopted this new policy—quite the most important taken by the business department of any daily newspaper—its advertising has increased 6.7 per cent and its circulation has grown 10.1 per cent.

The Herald of Bridgeport, Conn., guarantees the honesty of every advertisement it publishes.

The Des Moines Capital refuses all liquor and all medical advertising. The publisher states: "The idea we have in mind with respect to our advertising is not to publish anything of any kind that is offensive to good taste, or in any sense immoral or dishonest. We are making a very conscientious effort to deserve the confidence of our readers, and there are many pieces of advertising copy that would not fall under any rule, but which we instinctively know should not be accepted."

The New York Times requires that advertising, to be acceptable, must pass the following rules:

1. The advertiser must be of business integrity.
2. The thing advertised must have merit.
3. The advertisement must be truthful and conservative.
4. The advertisement must be full, clear and explicit in statement.
5. The advertisement must be in harmony with the tone and character of this newspaper.

Organization of newspaper publishers show an aroused conscience with respect to cleaner and more honest advertising. The Nebraska State Press Association has recently passed this resolution:

"We hold it to be a duty we owe to our readers without regard to material cost to encourage truthful advertising and to discountenance, discourage, and refuse dishonest, unclean and fraudulent advertising."

I commend this action to your own organization as a proper step for you to take if you wish to keep pace with movements which reflect the inevitable tendency of the times.

A cleaner press is being demanded by the people.

Clean journalism implies clean advertising as well as clean news.

Decency in journalism is not so much a matter of position in the paper, whether in editorial, news or advertising columns, as of principle in the publisher.

How can one set up a standard of conduct with relation to accepting advertising?

What is clean advertising?

No more nor less than clean personal conduct. What a normal, well-balanced man would not think it right to do personally, in a face-to-face transaction, should not be done through the medium of an advertisement.

The publisher's duty is plain. There are men who will not be bound by laws of honorable conduct in their relations with others. These are the fake mining promoters, dishonest land developers, fraudulent medical advertisers and the whole brood of wrong thinkers who put out debasing and destructive advertising.

If these will not refrain from dishonorable practices, it is the duty of the newspaper publisher to close the columns of his paper to such nefarious announcements.

Happily, the number of publishers who recognize this obligation is increasing. It is getting to be a hallmark to publish the fact that a paper refuses medical advertising, and there are many forms of advertising which are becoming taboo.

When a publisher will be unwilling to see statements in his advertising columns which he would be ashamed to see on his editorial page, he may know he is making progress toward ideal journalism.

The rejection of unclean, unrighteous advertising makes a medium of greater value to the legitimate advertiser, because he does not have to compete for the reader's attention with that which is beneath his class. Hence, the general advertiser of legitimate propositions should look with favor on the medium which discriminates.

It is good sense as well as good morals.

There are no ethics in advertising which are not present in any other legitimate business. Conversely, there should be all the ethics in advertising which should characterize any other reputable business.

Illegitimate, disreputable business should not be allowed to exist anywhere, in any form, when operated by any one for any purpose. Hence, illegitimate advertising should not exist.

"Me and Sue"

Reduced to its logical conclusion, this is all there is to be said upon the ethics of advertising: Advertising is either right or wrong. If right it needs no discussion. If wrong, it should not be permitted.

In advertising problems three classes of people are affected—the advertiser, the publisher and the reader. The ethics of advertising are binding on both the advertiser and the publisher. What are they?

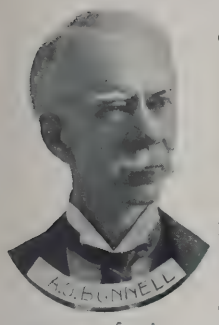
The advertiser's standpoint is clear and his consideration of the ethics of advertising is strictly a personal one. It is decidedly wrong to steal, to lie or to secure money under false pretenses.

To do these things in an oral business transaction puts a man beyond the pale. To do the same things through the medium of the printed word does not modify their character and should put him beyond the pale just the same.

The publisher's relation to the ethics of advertising is also a personal one. If a man benefits by being the medium of communicating a lie, by assisting in the commission of a theft, or by being the means of defrauding a man by circulating fraudulent statements, he is placed among the undesirables in the business world. If he does these things in his newspaper he is just as culpable. The form the act takes does not modify the morals or ethics of the deed.

NEW YORK PRESS ASSOCIATION CONVENTION, 1915

By Retiring Secretary A. O. Bunnell



The convention of the sixty-second year of the New York Press Association is classed with all the conventions that have preceded it and among which it will stand as one of the very best. It was held at the Onondaga Hotel, Syracuse, substantially as announced in the program previously sent to all members. The attendance was not large, but goodly representative, and made especially enjoyable by the added presence of wives and daughters and sons of members, and even rosy-faced, toddling grandchildren.

At the opening session Wednesday afternoon, President Betts gave a cordial welcome, outlined the proceedings, and read letters of regret from many who could not be present. Secretary Bunnell gave his annual report. Referring to the convention of 1914, with its high aim to be strictly an informing and educational meeting, he especially praised President Betts for his energetic efforts to promote the interests of the association by the unlimited expenditure of time and money to that end. In response to the Secretary's request for those desiring to attend the convention of the National Editorial Convention to be held in Los Angeles, June 29 to July 1, he had received responses which resulted in the appointment of these delegates to represent the Association: Past-President John Clyde Oswald, Past-President G. A. Willard, Gardiner Kline, W. O. Greene, Albert E. Hoyt, Edgar A. Higgins, H. B. Sykes, W. J. Allen, F. E. Gannett. The Secretary had program and itinerary sent to each.

A letter from B. B. Herbert, of the National Association, stated that the convention voted last year to meet in New York in 1916 and he wanted to see a large delegation from New York Press Association. The delegates to the N. E. A. convention are also commissioned to attend the International Press Congress at San Francisco, July 5 to 10, on the cordial invitation of Director Walter Williams.

The financial report of the Treasurer revealed an improvement over last year in a small surplus instead of a deficit, but this was not counting in a large expense, including the printing of the pamphlet, incurred by President Betts, who had failed to render a bill for the same. The prompt payment of dues by all members would easily have covered everything. In this connection the Secretary read a circular sent to delinquents last fall in which President Betts preached the gospel of the new dispensation, briefly to the effect that "it is the intention to make the N. Y. Press Association the strongest and most powerful influence in the state, and we intend to use that power and influence to protect and promote the interest of all publishers. We want you with us. We want your assistance, if you want ours. If you do not want to be with us, and if you are not interested enough to pay your dues every year, and give us the benefit of your counsel, advice and presence, then you will be of no benefit to the association and it would be better for you and better for the association, for you to cancel your membership. We would rather have 100 live, active members than 300 dead ones. If you are a live one, we want you. If you are a dead one, we don't want you."

The President appointed these committees: Organization—W. A. Smyth, W. J. Kline, Jay E. Klock, J. G. Simpson, W. B. Sanders. Finance—W. B. Collins, G. A. Willard, J. F. Denison. Resolutions—Henry Stowell, E. L. Adams, Chester C. Platt, Elias Vair, R. E. Stilwell.

By special arrangement the members dined Wednesday evening at the "500 Club," and the evening session was held there. After the cigars were lighted, Henry McMillen paid an eloquent tribute to Past-President Col. Arthur MacArthur, and Mr. Bunnell gave a sketch of his secretaryship of forty-eight years. Then followed a theatre party at the new Strand theatre.

At Thursday morning's session John Clyde Oswald, editor and publisher of the American Printer, gave an address on "The Cost System and the Small Printing Plant"; W. A. Gracey, of the Geneva Times, on "Raising of Newspaper Standards," and P. A. Blossom, of the Brockport Republic, on "The Country Weekly Job Office," all of which were intensely interesting and informing. At noon time the members were taken in automobiles to the Onondaga Golf and Country Club, at Fayetteville, N. Y., as guests of the Syracuse Post-Standard. Here they were treated to a sumptuous chicken dinner, together with all the etceteras. Orchestra music and singing of popular songs chinked in the breathing spells and gave added zest to a most enjoyable occasion. Following the luncheon, John K. Allen, advertising manager of the Christian Science Monitor, Boston, Mass., gave an able and illuminating address on "The Tendency of Advertising." He was given a rising vote of thanks. Walter B. Sanders, of the Nunda News, followed with a paper on "How to raise the standard of the country Weekly." Mr. Sanders is always interesting and on this occasion was no exception to the rule. In the evening the annual banquet of the association was held in the banquet hall of the Onondaga Hotel, and was largely attended. President Charles H. Betts presided in his usual charming style, introducing the several speakers with the usual ease and grace for which he is noted. The first speaker was Dr. John A. Sleicher, editor of Leslie's Weekly, who spoke on "Present Day Delusions." He was followed by the Hon. Edward Truman Brackett, former senator and constitutional delegate-at-large, on "Shall it be democracy or monarchy?" and he, in turn, by Secretary of State Hugo, who spoke on "Editors and Their Wives." President Betts concluded the speaking list by giving his annual address, his topic for the occasion being "Liberty and the Responsibility of the Press." Music by Binning's Orchestra and singing by the members interspersed the speaking throughout the evening.

Friday morning's session was rich in the variety of themes and for the practicability of the papers presented. Jerome D. Barnum, business manager of the Syracuse Post-Standard, spoke on "Some Hints for the Newspaper Business Office," Harry C. Goodwin, of Rochester, on "The Value of Newspaper Advertising," Edward L. Adams, of the Marathan Independent, on "How to Increase the Circulation of a Country Weekly," and Editor Howe, of the Syracuse Herald, on "The Importance of the Editorial Page." General discussion followed the presentation of each of the above papers, in which many members participated. The election of officers for the ensuing year and the adoption of resolutions concluded a banner convention in the history of the New York Press Association.

Officers 1915-16

President—Charles H. Betts, Lyons Republican.

Vice-Presidents—W. O. Green, Fairport Mail; W. B. Sanders, Nunda News; A. C. Kessinger, Rome Sentinel;

Wm. J. Allen, Adams Journal; Fay C. Persons, Cortland Democrat.

Secretary and Treasurer—Elias Vair, Waterloo News.

Executive Committee—Dr. Eugene H. Porter, New York Journal of Homeopathy; G. A. Willard, Boonville Herald; Jerome D. Barnum, Syracuse Post-Standard; J. G. Simpson, Orleans American; Jay E. Klock, Kingston Freeman; L. C. Sutton, Messena Observer; B. G. Seamans, Pulaski Democrat; Frank H. Walker, Hamburg Independent.

Resolutions

The New York Press Association, in closing the convention of its sixty-second year, would again record its appreciation of the judgment of its officers and executive committee in selecting for its place of meeting the centrally located and public-spirited city of Syracuse; and we would also extend to the administration our thanks for the effort expended and the thoughtful preparation of the programme, which has placed our Association upon a higher plane of efficiency, and augurs well for its future influence and permanency.

We must reiterate, with regret as a body, the sentiment which we have all felt as individuals, and which has been expressed upon the floor of this convention in formal remarks, that in the determination of our secretary and treasurer for the past forty-eight years, "Brother" A. O. Bunnell, not to accept a re-election, this Association, has sustained a distinct and inexpressible loss. We appreciate his unselfish and heartfelt devotion to the duties of his office for almost a half-century, and hope that the hand of Providence will rest lightly upon him and his for many years to come.

Our sojourn in Syracuse has been made the more enjoyable through the efforts of Mr. Jerome D. Barnum and the Post-Standard Company, which he represents. Every need has been anticipated and to his forethought and direction is due much of the social success of our meeting. We are especially grateful for the luncheon so graciously extended to us on Thursday at the Onondaga Golf and Country Club, by the Post-Standard Company through its Manager, Mr. W. E. Gardner and Mr. Barnum, and to Senator Hendricks, Senator Holden and Hon. M. E. Driscoll for their presence and greetings upon that occasion. It was an inspiration for them to extend the invitation, and a further inspiration that led to holding our business session at that place and time in the beauty spot of Onondaga County.

Our session has been of more than usual interest this year by reason of the vital papers presented by high-class experts in their respective lines. We would express thanks for their presence and addresses to Mr. John Clyde Oswald of the American Printer, Mr. W. A. Gracey of the Geneva Times, Mr. John K. Allen of the Christian Science Monitor, Mr. H. W. Cozzens of the Linotype Co., Mr. Harry C. Goodwin of Rochester, Mr. Jerome D. Barnum of the Syracuse Post-Standard, Mr. John B. Howe of the Syracuse Herald, and the several members of our Association for their comprehensive and illuminating papers, which will mean much to the members of this association in the years that are to come.

We would convey to Dr. John A. Sleicher, editor of Leslie's Weekly, Senator Edgar Truman Brackett and to Hon. Francis M. Hugo, Secretary of State, our appreciation of their presence with us at our annual banquet, and of the very important and thoughtful messages which they conveyed to us at this time.

Our stay in Syracuse has been made more delightful by reason of the courtesies extended to us by Mr. Wells, manager of the "Strand" Theatre, one of the most attractive photo-play houses in the world; by Mr. C. B. Ruiland, steward of the "500 Club;" and by Mr. Proctor C. Welch, manager of the "Onondaga," in the arrangements which they have made for our entertainment, convenience and comfort.

In conclusion, we as an Association, wish to congratulate ourselves on the willingness of our president, Hon. C. H. Betts, to accept that position for the third time. To his untiring efforts, his fertile mind, his commendable zeal and his large acquaintance is due the new lease of life which our Association has entered upon, and the high business plane which has characterized every feature of this, our most successful session in recent years.

Henery Stowell,
Edgar L. Adams,
Chester C. Platt,
Elias Vair,
R. E. Stilwell,
Committee.

Happy Childhood

APPRECIATES ITS WORTH

Has Taken N. P.-J. Since Volume I, No. 1, was Published

Broken Bow, Neb., June 16, 1915.

Mr. B. B. Herbert, Publisher National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert:—Enclosed find $2.00 for renewal of my subscription to the National Printer-Journalist for 1915-16. If they all read the N. P.-J. as I do, it is one of the most thoroughly read publications issued. Having taken it, commencing with Vol. I, No. 1, I am in a position to appreciate its worth.

With the heartiest of good wishes, I am,

Sincerely yours,
W. G. PURCELL.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

PROGRESS, that is characteristic of this age, is signalized along many lines in the growth, efficiency and accomplishments of what is now known as the Associated Advertising Clubs of the World. In attendance and membership, the growth has been from less than one hundred members to ten thousand members in ten years, and the influence, the great work carried forward and the objects had in view, have increased a hundred fold. It is an organization of the faithful advertisers, the believers in practical, promotive publicity for all that tells for upbuilding of worthy human interests, industrial, commercial, educational, ethical, aesthetical, institutional and all else that concerns in helpful ways human welfare, progress and upbuilding of mankind on the enduring foundation of truth.

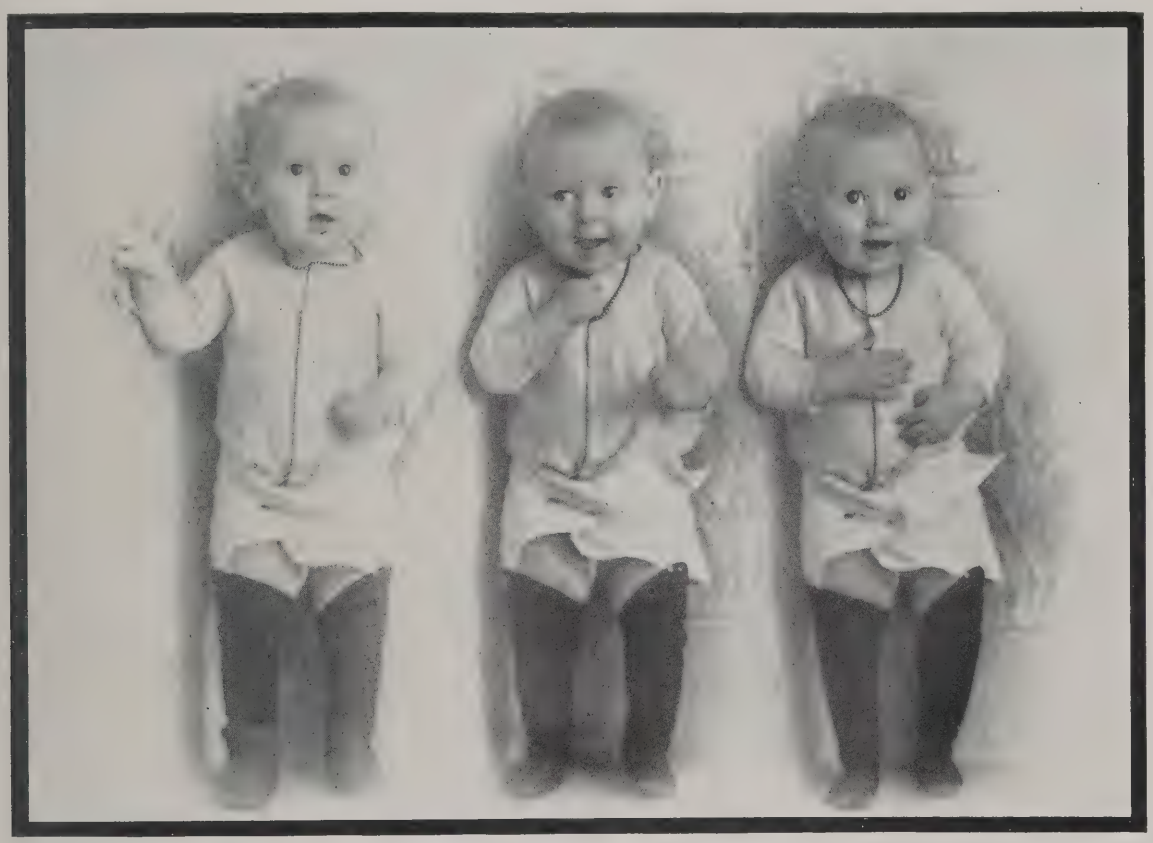
The President, in his annual address at the opening of the convention in Chicago, June 20th, paid a high compliment to the Chicago spirit as exemplifying that of the Ad Clubs, and briefly outlined the work of the organization, saying among other things:

The Associated Advertising Clubs of the World convene today for the eleventh annual convention in the city where they were born ten years ago.

And surely this wonder city—Chicago, this city of achievement and accomplishment, this city with the Chicago spirit, "I will"—affords a most fitting setting for a gathering that means so much to American business as does this convention of the Associated Advertising Clubs—this convention which largely because of the Chicago spirit, "I will," is the biggest and greatest convention we have ever held.

In this rapidly growing country of ours, this country that looms up today as never before as the one great nation of peace, prosperity and plenty, each of us has just cause to be proud of the advancement of his own particular city or town—but there is no city on the American continent or in the world that has accomplished so much in such a short space of time as this great city of Chicago. The mind refuses to grasp the fact that this majestic metropolis was a desolate heap of ashes only forty-four years ago.

Today, Chicago is not only a city of nearly two and a half million people—the second largest city on the American continent—but it is the city that best typifies American spirit and American progress. It is the business center of an empire such as the Empire builders of the old world never even dreamed of, much less accomplished.



A Timorous Advertiser

And what is of most importance to us today is the fact that Chicago is the advertising center of American business. Within a night's ride of Chicago most of the commodities we know through national advertising are manufactured and made and marketed.

And so we are proud and happy to meet here again, the guests of Chicago, the advertising center, at the time when I think we can fairly say that the baby association born here ten years ago has grown to manhood, has found itself, has developed from a mere good-fellowship society into the most effective business organization on this great continent.

* * * * * * * *

It has been my aim, ever since I was elected at Balti-

more two years ago, to effect a permanent business organization for the conduct of our affairs, to give it a real business foundation, so that its activities could be carried on from year to year with a minimum of lost motion with each change in administration. I am glad to be able to report that when I hand over the gavel to my successor at the close of this convention, I will also hand over to him at least the nucleus of a permanent business organization—not a complete business organization, because it will never be completed, but a going concern.

* * * * * * * * *

Newspaper men and other publishers are ready to help, as is every man who is looking for and believes in effective advertising.

* * * * * * * * *

There is the big question of educating the public to the value of advertising first, as an economic force, and second, as a guarantee of price and quality. We need to show the public conclusively that advertising, by helping to open up new markets rapidly, is a factor in making lower prices through increased output.

The public still needs to be taught that advertised, trademarked articles are guaranteed; that the maker could not afford to spend thousands and thousands of dollars and keep on spending to establish his goods unless he really has the goods and unless he is prepared to keep up and back up the quality. They need to be shown that one-price goods are fair-priced goods; and they still need to be educated against the evil of cut prices and accompanying substitution.

* * * * * * * * *

And then again there is the splendid opportunity of research work. There is a real need and demand for intelligent research into the trade conditions, distribution, demand, adaptability of various commodities to various and different sections of the country, etc. We have already had a sample of what research work can do. Mac Martin and his associates in Minneapolis conducted a research last winter into the retail trade conditions of various cities of this country, and the result achieved and the interest created was positively inspiring; and above all, it demonstrated the enormous and resultful possibilities of organized effort in this direction.

* * * * * * * * *

We have wonderful and ever-growing opportunities, and they are practical opportunities—they are money-making, business-building opportunities, not only for the years to come, but now.

We have accumulated enthusiasm, and energy, and now we have gained confidence and coöperation.

We have established our organization on a business basis, and we are ready for business.

There never was a time when the American business men had such opportunities as right now. The cruel and wasteful war across the water has brought us great responsibilities and great anxieties, but it has also brought us our biggest business opportunity.

Our business men who see the true trend of things are mobilizing for a great forward movement, a movement that is going to make the United States the greatest commercial, industrial and financial nation in the world.

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THE PEOPLE READ ADVERTISEMENTS

Curious Revelations of a Contest for a Column Name

The St. Louis Republic wanted a catchy heading for a column of editorial page comment or "Hints and Feats," something after the style of Eugene Field, that have become popular in daily newspapers of later years.

A contest for the name was instituted and there were 1,231 contestants for the prize offered. The caption selected was "What Y' May Column," by Douglas Martin of Washington University.

Some very instructive facts were revealed by a study or analysis of the headings offered in competition, made by Mr. Lewis Allen Lamb of the committee chosen to select the title, of which William Marion Reedy and Walter B. Stevens were the other members.

Mr. Lamb gave, in the Republic, as the results of his study the following deductions:

Bart B. Howard's appeal to the readers of The Republic for a cap for his column produced many interesting results besides the winning title, "What Y' May Column." Every business man who staves off advertising solicitors when they call, or bulwarks his refusal to buy "white paper" with the trite remark, "Advertising does no good," should take a day off and go through the big bundle of replies in Mr. Howard's archives.

Persons who nurse the delusion that the American public is a stolid body, with little power of reflection, and little subject to the psychology of type and printing ink, would be disabused of such notions if they could go through the hundreds of title suggestions submitted in the "Column Contest."

While the judges were passing on the entries to discover the winner, they frequently remarked on the influence of trademarks and business slogans over the pens and typewriters of the competing geniuses. Even more unmistakable was the evidence that humanity thinks first of its stomach even when engaged in as intellectual a job as finding a name for the "Column."

The war, the moving picture shows, the sporting department, the comic supplements and literature, both classic and current, were reflected in the answers and suggestions with enough frequency to prove that these features of modern life and thought are having a deep effect on the mental fiber of the people.

The suggestions came from all grades of society on all kinds of stationery. Ex-Mayors, government officials, clergymen, doctors, florists, manufacturers, merchants, advertising men, debutantes, musicians, composers, poets and "near poets," engineers and aristocrats who have been reading the Republic for the last 63 years. Some wrote on sisal paper and some on "Linen Lawn" and Reynolds' Bristol Board. Everything went in to the hopper. * * *

There is no doubt that the people are close readers of advertisements. Many of the most familiar trademarks are referred to either directly, or with obvious intent to produce close imitations. It would appear that the people are deeply interested in breakfast foods, crackers, pickles, chewing gum, flaked cereals, and the relishes or condiments used to make "warmed-over dishes" palatable.

Hash appears to be a familiar household word, and there are enough references to "scraps" to justify the conclusion that these times are encouraging French culinary devices in the average kitchen.

For some reason alcoholics appear to be little in the public mind, at least the "random selection" afforded by the letters to Mr. Howard shows less than three-tenths of one per cent interest in drinks of the anti-Bryan kind. "Gin Fizz," "cocktails," "Eye opener" and "bracer" are in the balance against a number of references to "grape juice." On the whole it appears that the former Secretary of State has the better of the argument.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A GREAT majority of home newspaper makers are agreed that nothing in the way of a paper's contents is more profitable as a subscription getter, and as a subscription holder, than so-called country correspondence. And practically every successful home weekly carries more or less of these popular home news letters from the various localities within the respective local fields.

There would probably be more of this sort of matter printed in the home press, but the great problem seems to be the securing and retaining of competent, reliable and faithful correspondents.

Personally I have never found this so much of a problem as getting the copy reduced to type and finding adequate space for the letters in my weekly editions; and it is my opinion that the common difficulty of editors in getting and keeping a good staff of faithful correspondents is due largely to the editors' characteristic loose methods of dealing with the generous, self-sacrificing folks who volunteer to undertake this weekly task of supplying the home paper with accounts of the happenings in their respective territories.

Of course, those publishers who pay for such service and live strictly and systematically up to their contract, have no trouble in keeping up a big pageful of news-letters; but, even in cases where the service is paid for in cash, if the check is not prompt, and other features of the agreement are not religiously fulfilled, a feeling of natural resentment springs up in the heart of the correspondent, which results in no news from that source.

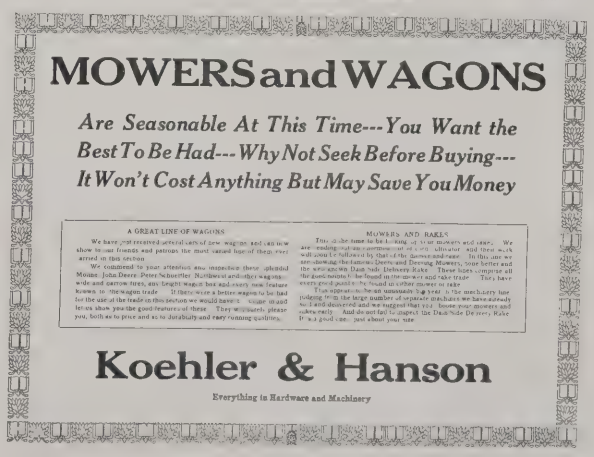
Another, and the larger class of country publishers, secure their home news-service through an agreement to furnish the correspondent with postage, stationery and the paper every week during the continuance of the service. This is the plan I have been under the necessity of adopting in my own business, and I have found it works admirably so long as I am prompt and systematic in living up to my part of the compact. In fact, I have correspondents still active members of my contributing staff who began supplying my sheet with the news from their respective localities when I first established the paper here some thirteen years ago.

But, so soon as an editor becomes negligent or dilatory in furnishing his correspondents with the stamps, stationery and self-addressed envelopes necessary for their work, the correspondents naturally conclude that their services are not appreciated, become discouraged or offended and quit.

The proper way for an editor to do, if he wishes to maintain a faithful corps of correspondents, is to be faithful to them. Keep them well supplied with stationery and stamps; see that their names are on the mailing list, and it is an excellent plan to write one's correspondents from time to time, assuring them that their work is appreciated, offering praise where praise is due, and adroitly making suggestions for improvement where needed. In the latter point, however, fine diplomacy must be used, lest one offend. For this purpose of jollying along one's correspondents a form letter may be employed, although a personal letter is more effectual.

✧ ✧

I have just been examining the June 3 issue


MOWERS and WAGONS

Are Seasonable At This Time---You Want the Best To Be Had---Why Not Seek Before Buying---It Won't Cost Anything But May Save You Money

A GREAT LINE OF WAGONS

We have just received several cars of new wagons and can now show to our friends and patrons the most varied line of them ever arrived in this section.

We commend to your attention and inspection these splendid Moline, John Deere, Peter Schuettler, Northwest and other wagons, wide and narrow tires, any height box and every new feature known to the wagon trade. If there were a better wagon to be had for the use of the trade in this section we would have it. Come and let us show you the good features of these. They will please you, both as to price and as to durability and easy running qualities.

MOWERS AND RAKES

You can be sure to be looking at our mowers and rakes. We are sending out an experiment or two every day, and these make well over to followers by that of the Jayhawk and Rapid. In this line we are showing the famous Deering and Deering Mowers, your better and the well known Dain Side Delivery Rake. These lines comprise all the good points to be found in the mower and rake trade. They have every good point to be found in either mower or rake.

It is important to be on seasonable hand to the machinery line judging from the large number of separate machines we have already sold and delivered and we suggest that you house your mowers and rakes early. And do not fail to inspect the Dain Side Delivery Rake. It's a good one, just about your size.

Koehler & Hanson

Everything in Hardware and Machinery

No. 1

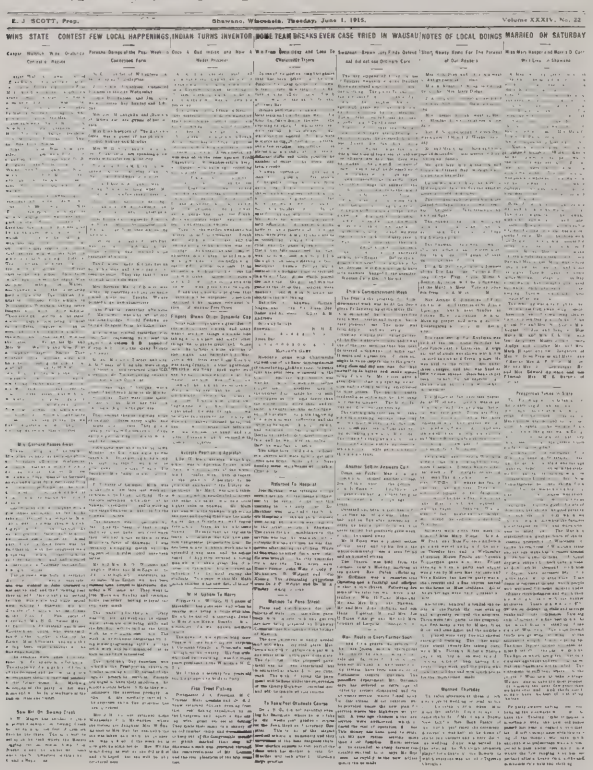
of the Odebolt (Iowa) News, a very bright,

prosperous and progressive weekly. The present design of the front page pleases me more than that formerly followed, and I am pleased also with the makeup of the paper generally, although some of this department's hobbies have not been complied with in this respect. The ads (Exhibit No. 1) are handled in fine shape and the print is excellent; but, wouldn't it have improved this specimen, if the two sections of the panel had been divided by a rule? Each is complete in itself and bears no reference to the other, which would make a pronounced division wholly consistent.

✧ ✧

When I was at Madison attending the great conference of printers and publishers I had the pleasure of making the acquaintance of the editor and publisher of the Shawano (Wisconsin) County Advocate, and the accompanying exhibit (No. 2) shows in a measure what an excellent sheet Brother E. J. Scott puts out. The contents are excellent and abundant, the ads plentiful and well composed, the print good and the editorial work first class. The only thing that's wrong about the Advocate is the method of mechanical makeup, and that's a simple matter to make perfect, by adopting this department's ideal method, as so often outlined in these columns.

SHAWANO COUNTY ADVOCATE



WINS STATE CONTEST FEW LOCAL HAPPENINGS INDIAN TURNS INVENTOR BOWLING TEAM BREAKS EVEN CASE TRIED IN WAUSAU NOTES OF LOCAL DOINGS MARRIED ON SATURDAY

No. 2

As newspapers generally go, the Waukesha (Wisconsin) Freeman is a good weekly, but the beauty of its front page is destroyed by the appearance of the number of displayed ads thereon; likewise other pages sink to an inferior grade due to the incorrect method of mechanical makeup. The Freeman, however, is an all-home-print, machined sheet and bears evidence of prosperity. I must particularly commend the editorial work. The man who writes the "Weekly Editorial Review of Local and County Topics" is a master in his line of work. The advertisements in the Freeman are well set and the print is above criticism. It is pleasing to note, too, that this is a $1.50-per-year publication.

✧ ✧

In point of news-service, certainly there is not a better home weekly anywhere than the Vermillion (S. D.) Republican, with which I have been fortunate enough to keep in touch these many years back. The present contribution consists of a number of copies from April editions, and in one of them I note that a commendable improvement has been inaugurated in the way of having displaced two of the ready-printed pages with home print, leaving the present Republican with but two patent pages out of the eight. Editors Danforth & Sloan explain editorially that one of their chief reasons for making this change was that it would enable them to completely eliminate patent medicine advertising, a feature which had long ago been cut out of the home-printed side of the paper, only to have them continue to appear on the ready-printed side. The two patent pages of the Republican today contain no advertisements whatever. The new order of things will, of course, mean added expense to these live publishers, but it has long been necessary for them to include a supplement with their paper from week to week, which the two extra home-made pages will henceforth obviate. Republican readers will doubtless greatly appreciate the improvement in their home paper.

✧ ✧

Well, I got my copy of the Eaton (Colorado) Herald in its new form of a regulation six-column quarto (for which I confessed an impatient longing in a late installment) and that it is a beauty is indicated by the accompanying reproduction of the front page. (Exhibit No. 3) Brother Hogue is maintaining all the inimitable features of the former Herald possessed and taking advantage of such additional opportunities which the new size affords.

for giving his readers better service. His editorial page is still "in a class by itself," as one of his contemporaries rightly put it, and home-made pages over which to distribute the advertisements, the result is that no part of the Gazette is crowded with this class of mat-

THE EATON HERALD

TEACHERS AND PUPILS DESERVE MUCH PRAISE

The Tax-Payers of Eaton Held a Mass Meeting to Protest Against Taxes

HIGHWAY COMMISSION ANOTHER USELESS BOARD

No. 3

ter; and, as the advertising is not heavy, the reading matter offered is abundant. Quality is quite as commendable as the quantity in point of contents, and, withal, Gazette readers get their money's worth at the maximum price of subscription. Column rules and head letters are quite bad'y worn, but the dress is yet in good shape.

THE COLUMBUS GAZETTE.

No. 4

I have had my usual jolly laugh out of both the issues at hand. I heartily congratulate the Herald makers upon the neat typography exemplified in their sheet, and when they have adopted this department's ideal method of arranging the advertisements they will rise another notch in the scale of perfection.

✧ ✧

I believe "reciprocity" has always been a Republican idea; nevertheless, The Maury Democrat of Columbia, Tenn., evidently believes in that principle, too; for in one of its April editions, it quoted a complimentary notice from The National Printer-Journalist, and then proceeded with a number of fine words commendatory to this journal and its venerable publisher. It was truly very kind of the Democrat man, and I am sure all of us of this publication appreciated it.

✧ ✧

The Columbus Gazette of Columbus Junction, Iowa, is a new one in this department. A glimpse of the upper half of the front page of this sheet is given in Exhibit No. 4. This is a big paper—seven-column quarto—with but two pages ready-printed. With such a number of

In the next Exhibit (No. 5) I am showing

GRANT COUNTY HERALD

No. 5

the delightful front page of The Grant County

Herald, that excellent sheet which was recently sold by B. J. Lowery to A. L. Sherman. My old-time friend, Verne S. Pease, he of Baraboo (and elsewhere) was responsible for most of the editorial work and the planning of the mechanical makeup, both for some time before and since the transfer of ownership, and, as might be expected by anyone who knows the capacity of Pease, the Herald has been for some time and is yet a most excellent sheet in respect to contents and mechanical makeup. I have later copies of this paper than the one I am considering here, all as good, possibly better, but the front page shown here serves well to exemplify that which is at once a neat, newsy, enticing effect, without being loud or sensational. It might appropriately be likened to a good meal tastily served.

✧ ✧

The two styles and sizes of dress, and likewise the two different faces used for head-

THE BUCKSPORT TIMES
AND BI-COUNTY FREE LANCE
THE HOME PAPER OF BUCKSPORT, ORLAND, PROSPECT AND SURROUNDING TERRITORY
VOLUME I—NO. III BUCKSPORT MAINE, APRIL 15, 1915 SINGLE COPY THREE CENTS
The Man About Town
The Woman About Town
EIGHT STUDENTS TOOK PART
KIT CARSON A TOTAL LOSS
A Bucksport Schooner is Ashore Near Narragansett Pier
FOUND IN SILVER LAKE
Two Vaulable Bucksport Dogs Drowned Thursday
Shipping Notes

No. 6

letter purposes in The Bucksport Times and Bi-County Free Lance, destroy that which might otherwise have been a handsome front page. (Exhibit No. 6). Had the two department headings at right and left been as similar in border as in type and caption, the result would have been more pleasing also. Uniformity is the keynote of simplicity in all printed things, and simplicity is the key to success. Furthermore, in adopting the stair-step style of headings, as used in this publication, one should carefully see to it that each of the two lines in every head are as nearly as practicable of the same length; and it is wrong to have one head of a certain style with a two-line inverted pyramid and another of the same style with a three-line pyramid, as in evidence in this sheet. The failure to perfect these little details of typography gives the natural inference that one has attempted something which he could not carry out; or, in other words it advertises to experienced eyes the fact that one is careless or incompetent in his work. This sheet is edited and published by W. T. Lance and Charlotte Lance (both free Lances, I ween), because they declare the Times to be "independent in politics," which is the ideal position all newspapers will some day assume.) I like the Times' publisher's plan of printing their advertising and subscription rates plainly in their sub-head.

✧ ✧

I do not remember of ever before having seen a copy of this Lake Norden Enterprise

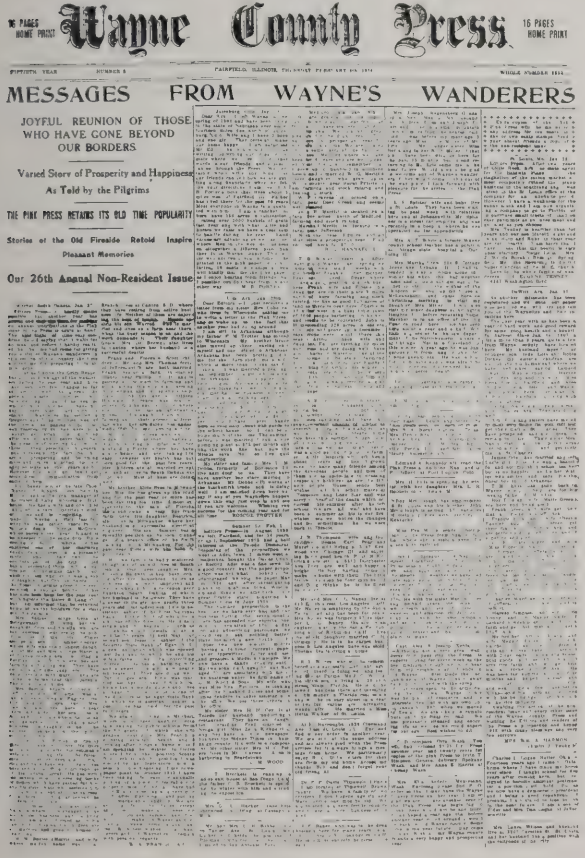
LAKE NORDEN ENTERPRISE
"LIVE AT LAKE NORDEN OR ELSEWHERE, TRADE IN LAKE NORDEN, THAT'S THE STUFF"
Vol. II. LAKE NORDEN, HAMLIN COUNTY, SOUTH DAKOTA, WEDNESDAY, MAY 5, 1915 No. 6
TO CELEBRATE 17th MAI
Band and Ball Team Preparing Entertainment for the Crowds
KINGSBURY COUNTY
HAMLIN COUNTY
SHOCKING ACCIDENT
Louise Cornelius Fatally Shot by Brother Monday Afternoon
EVERYBODY'S DOIN' IT.
HAIR OR SWITCH?

No. 7

of Lake Norden, Hamlin County, South Dakota. That the Enterprise is a very attractive sheet will be borne out by the accompanying

reproduction of one of its artistic front pages, shown in Exhibit No. 7. As regards this front page, each of the three copies of this publication I have at hand is a duplicate of the other. The news-service offered by this sheet is excellent, notwithstanding that a certain liberal percentage of it has been extracted from exchanges. I commend the uniform typography and the excellent print.

Here is another publication which, like many of the contributions mentioned in this installment, should have had attention long ago. It is a sort of special edition of the Wayne County Press of Fairfield, Ills., which, I take it, is a regular annual feature of that paper. The edition is printed on pink paper and consists exclusively of "Messages from Wayne's Wanderers," that is from former citizens of


8 PAGES HOME PRINT **Wayne County Press** 16 PAGES HOME PRINT

MESSAGES FROM WAYNE'S WANDERERS

JOYFUL REUNION OF THOSE WHO HAVE GONE BEYOND OUR BORDERS

Varied Story of Prosperity and Happiness As Told by the Pilgrims

THE PINK PRESS RETAINS ITS OLD TIME POPULARITY

Stories of the Old Fireside Retold Inspire Pleasant Memories

Our 26th Annual Non-Resident Issue

No. 8

the county who have gone to dwell beyond its borders. One can easily imagine what an amount of interest would naturally attach to such an edition of the home paper, as it keeps track of home people—keeps old-time neighbors and friends in touch with one another, who might otherwise easily drift apart and lose sight of one another entirely. The edition consists of eight home-printed pages and contains, as I said, nothing but these letters from former Wayne County people, or items of information as to their whereabouts and fortune written by the Press editor, and a few advertisements. It makes a very fine and valuable edition—one which every home paper might issue, much to its own and its subscribers' benefit. I do not know that this page on colored paper will reproduce, but shall try it in Exhibit No. 8.

✧ ✧

I have here a copy of The Jefferson County (Wisconsin) Union, to which more than ordinary interest attaches on my part, because it is the paper of the esteemed president of our Wisconsin Editorial Association, namely, Halbert L. Hoard, son of the erstwhile governor. I would like to reproduce the initial page of this fine big paper, but, confidentially,

All Down Hill In a Chevrolet

Baby Grand Touring $985

Royal Mail Roadster $860

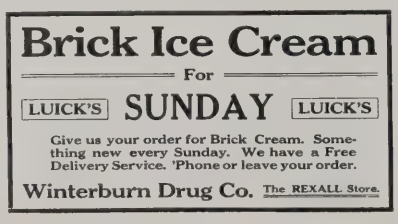
CHEVROLET

No idle boasts are there—
We will gladly prove our claims.

VANCE & ROOS, Distributors
Fort Atkinson, Garage. 302 S. Main Street.

No. 9

I am ashamed to advertise to all you readers of these columns that President Hoard is so old-

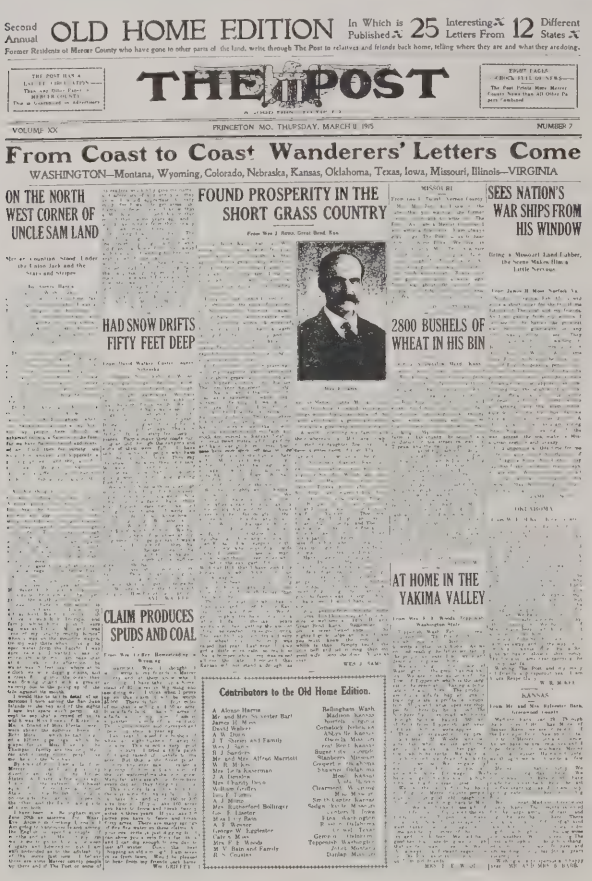

Brick Ice Cream
For
LUICK'S SUNDAY LUICK'S
Give us your order for Brick Cream. Something new every Sunday. We have a Free Delivery Service. 'Phone or leave your order.
Winterburn Drug Co. The REXALL Store.

No. 10

fashioned that he still runs a column—the very first column—in his paper—full of "Business and Financial and Social Directory dope" and runs big displayed ads thereon, too. Outside of these glaring errors, the Jefferson County Union is a model home paper. It carries an extraordinary amount of home-news letters from staff correspondents—in fact, I have counted some thirty-eight or forty of such letters—and is very strong on heavy editorials. Of course,

everything mechanically (save makeup) is right up to scratch in the Union. Typography, press work and all that are fine. Exhibits No. 9 and 10, for instance, will show how very nicely the advertisement composition is taken care of. Brother Hoard's editorial columns, in point of thought and diction, are much superior to the average home press editorial.

I wrote above of the Fairfield, Ill., Wayne County Press' "Wanderers' edition," and here I have a similar edition issued by that superlative publication, The Princeton (Mo.) Post, W. C. Price's paper. How attractively Brother Price got up his second annual "Old Home Edition" is shown by the page herewith. (Exhibit No. 11). This issue of the Post contained twenty-five interesting letters from former Princeton people now located in twelve different states, and must have proved a most appreciable thing to Post subscribers everywhere. Surely this "Home Coming Edition" idea is one that is growing among newspaper makers —and one that ought to grow.



Second Annual OLD HOME EDITION In Which is Published 25 Interesting Letters From 12 Different States

Former Residents of Mercer County who have gone to other parts of the land, write through The Post to relatives and friends back home, telling where they are and what they are doing.

THE POST

PRINCETON, MO., THURSDAY, MARCH 11, 1915 NUMBER 7

VOLUME XX

From Coast to Coast Wanderers' Letters Come

WASHINGTON—Montana, Wyoming, Colorado, Nebraska, Kansas, Oklahoma, Texas, Iowa, Missouri, Illinois—VIRGINIA

ON THE NORTH WEST CORNER OF UNCLE SAM LAND

FOUND PROSPERITY IN THE SHORT GRASS COUNTRY

SEES NATION'S WAR SHIPS FROM HIS WINDOW

HAD SNOW DRIFTS FIFTY FEET DEEP

2800 BUSHELS OF WHEAT IN HIS BIN

AT HOME IN THE YAKIMA VALLEY

CLAIM PRODUCES SPUDS AND COAL

Contributors to the Old Home Edition.

No. 11

No. 12

THE LAWRENCEBURG PRESS

VOL. LXVI, NO. 12 LAWRENCEBURG, INDIANA, THURSDAY, MARCH 25, 1915 $1.50 A YEAR

CHURCH NOTES

FEWER HORSES SOLD

INCREASE IN W. C. T. U.

SCOUTS' OBJECTS

Aaron Elliott First to Enter Peay Contest

START NEW DISTILLERY

DRILL IN PRONUNCIATION

GEORGE K. GOULD DIES

EARLY PLANTING DONE

FARMERS' BEST FRIEND

ANNUAL CLEAN-UP DAY

Attractive Bank Basket.

Joint Meeting Commissioners.

Charles McCright Runs Suddenly.

Auto Company Incorporated

Record on Spring Loans.

Green St. Patrick Party

Newspaper Enterprise.

Democratic Publisher

Gives Extracts From Sermons

Church Enters Pipe Organ

Takes Needless Risk.

Business Faster by Lamp

Change of River Improvements

Prayers For Peace

At least some of my readers will remember my former remarks about W. H. Wright's unique Prospector—a preachment of progress and prosperity—or, in truth, a local, home-town-boosting magazine, which sings the praises of the Tonawandas of New York State. I have had the Easter number of this bright little publication on my desk for several weeks, and have found it fully as clever and creditable to its creator as the number formerly reviewed. Brother Wright has an inimitable style of advertising and his home merchants seem to be appreciating it, as evidenced by their liberal patronage of the Prospector's columns.

Just to show how attractive and newsy a home weekly can be made (even with condensed Gothic for head-lines) I am reproducing this first page of The Lawrenceburg (Indiana) Press. Notwithstanding that a few of the heads seen in this specimen (Exhibit No. 12) are hardly according to rule, the degree of uniformity is as obvious as it is pleasing. One of the tasty little headed "squibs" marked near the bottom of the page reads thus: "This is indeed a rapid age. The Sunday edition of the St. Louis Globe-Democrat, containing telegraphic news dated on Saturday, now arrives in Lawrenceburg before seven o'clock Friday

morning preceding day of publication." This is surely satire, pure and simple.

✧ ✧

One of the most remarkable things bearing semblance to a newspaper is this, "The Lines o' Type News," dated New York, Saturday, March 20, which I have been holding in abeyance for some weeks past. I wish in the illus-

THE LINES O' TYPE NEWS

IN JINGLE LINES DEMENTED
THE MAN IS HERE PRESENTED
WHO FIRST A TYPE INVENTED

THE FOREMAN HERE IS SEEN,
THAT MAN OF SOLEMN MIEN
WHOSE BARD IS THE MACHINE

MAGAZINE EDITOR TAKEN TO ASYLUM

SEEKS TO DRAW ATTENTION OF NICE PRINTERS

SPEED DEMON'S DASH LEAVES WRECK BEHIND

THE GENERAL STAFF BEHOLD
AND ITS GRANDEURS MANIFOLD
BY THE MERGENTHALER TOLD

THAT LINOTYPES EACH TIME
TRY TO COMPOSE IN CHIME
IS PROVEN BY THIS RHYME

No. 13

tration (Exhibit No. 13) that the reader could make out every word of this remarkable page, since therein lies a great part of its remarkableness. Note the head-lines, which have both meter, rhyme and balance. And yet some of us home weekly publishers think it too great a task to give our heads even the last mentioned requisite.

✕ ✕ ✕

"INTENSELY INTERESTING AND PROFITABLE"

The Allentown Morning Call

Allentown, Pa., May 31, 1915.

Dear Mr. Herbert:—Enclosed please find check for $2.00 to renew subscription to your valuable paper, of which I have been a subscriber for many years and always find it intensely interesting and profitable.

Am afraid I cannot get to National Meeting.

Best wishes, Yours truly,

D. A. MILLER.

COUNTERFEIT ADVERTISING AND COUNTERFEIT MONEY

Under the title of "Making it as Good as Gold," the Carrollton, Ill., Patriot, Charles Bradshaw, editor, in its issue of June 10th, had the following editorial, that expresses the proper ideals as to newspaper advertising—ideals that are coming to be adopted by all worthy newspaper editors and publishers throughout this land of liberty, so long as that liberty, or its exercise, does no wrong to others, and properly guards the rights and interests of patrons or customers, of all with whom one does business, and who have a right to expect honest, fair treatment and protection:

"Country newspapers are beginning to shy quite noticeably at traveling doctors who advertise to perform miracles, and are especially suspicious of those fellows who put the double-header handle "Rev. Dr." in front of their names. One of these miracle producers sent a column of advertising to a number of papers in this section last week, enclosing the cash in advance to pay for its insertion. The results indicate that probably more than one-half of the publishers thus tempted sent back the money as 'respectfully declined.'

"The Patriot declined this order, as it declines any advertising suspected of being fradulent, or dishonest, or calculated to mislead. If the 'Rev. Dr. Schiller' or the 'Rev. Dr. Hawkins' had sent this office a counterfeit five-dollar bill to pay for his advertisement, expecting the publisher to put both the bill and his 'ad' in circulation, it would have been an entirely harmonious and consistent transaction.

"We should refuse either one or both with the same degree of equanimity, for self-protection, as well as for the protection of the community. We have been deceived by 'ads' that appeared plausible, (even 'Rev. Dr. Schiller' caught us several years ago) and we could, no doubt, be deceived by spurious five dollar bills, but neither is accepted knowingly, or even under suspicion.

"In trying to keep its advertising columns up to a fair standard of honesty, The Patriot is not to be credited with wholly unselfish motives. The reliability of the paper, in its advertising, as well as its news columns, is a valuable asset. The cleaner and more reliable a newspaper is, the more it is worth. A newspaper whose advertising is kept free from frauds and fakes, from deception or exaggeration, is worth far more as an advertising medium than one that lets down the bars for everything that can pay the price.

This paper is trying to make itself still more valuable as a publicity medium for reliable advertisers."

✕ ✕ ✕

RATES FOR THE TYPOTHETAE CONVENTION

When the low railroad rates and the opportunity of visiting both the San Diego and the San Francisco Expositions upon one ticket are taken into consideration, it would seem almost a crime for any solvent printer in the country to forego the trip to the Twenty-ninth Annual Convention of the United Typothetae and Franklin Clubs of America, September 21-24th.

The following are the round trip rates (first-class) from central points to the coast, including stop-overs where desired:

Atlanta, Ga.	$74.25
Boston, Mass.	$98.20 to $104.20
Chicago, Ill.	62.50
Cincinnati, Ohio	70.25
Cleveland, Ohio	76.20

Detroit, Mich.	73.50
Indianapolis, Ind.	67.10
Kansas City, Mo.	50.00
Minneapolis, (via Omaha)	63.85
New Orleans, La.	57.50
New York, N. Y.	94.30
Philadelphia, Pa.	$92.95 to 95.20
Pittsburgh, Pa.	81.20

Any passenger ticket office will furnish itineraries and full information on request.

The General Committee, at Los Angeles, Room 424, Union League Building, will make hotel reservations at any price desired, guaranteeing reasonable rates for the accommodations.

MORE ANGEL TALK

Out from the City of Angels comes the most alluring advance information for the Convention of the United Typothetae and Franklin Clubs of America, to be held in Los Angeles, September 21-24th.

The Program Committee, appointed by President A. W. Finlay, of the Typothetae, includes:

Chairman, Mr. John Clyde Oswald, of The American Printer, New York, N. Y.

Mr. I. H. Rice, of Geo. Rice & Sons, Los Angeles, Cal.

Mr. James A. Cannon, of Davis & Cannon, Cleveland, Ohio.

Mr. Fred J. Scott, of Scott Printing Co., Minneapolis, Minn.

Mr. A. M. Wyman, of Wright & Potter Print Co., Boston, Mass.

Mr. W. A. Grant of The Franklin Company, Chicago. The committee is at work preparing a feast of mental pabulum for the school hours of the meeting.

The details of the entertainment features are assuming shape and will shortly be announced in full.

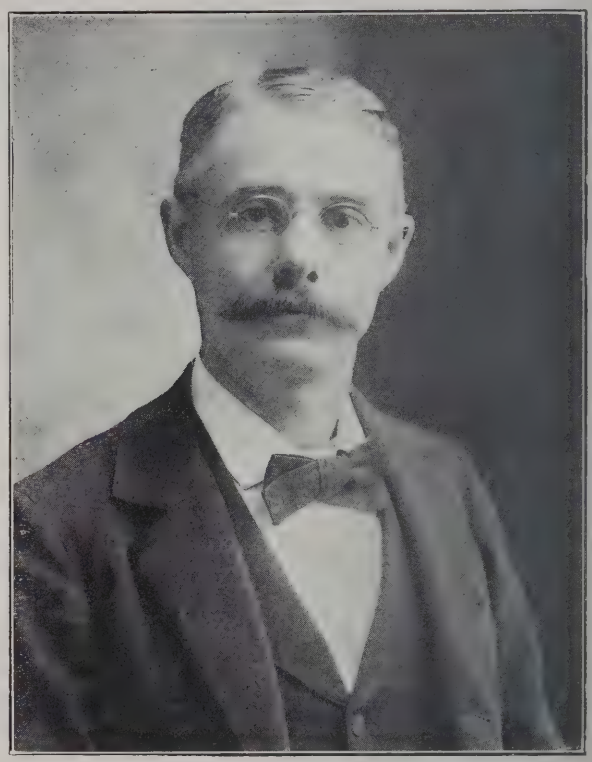
The Angels promise, however, that every man who denies himself the trip to Los Angeles will be forever kicking himself. Every visitor to the San Francisco Exposition becomes an advertiser with all the superlative adjectives at his command. It is without question the most wonderful of all the world's expositions, and may be visited on the same railroad ticket without additional expense. At San Diego there is one of the most artistic expositions imaginable with a presentation of the great resources of the Southwest in a most graphic manner. All along the railroad routes to and from the Coast, there are side trips of wonderful interest which may be enjoyed at a very small additional expense.

Altogether no such opportunity for sight-seeing, instruction and pleasure has ever been offered the printers of this country.

SECURING INTEREST AND ENTHUSIASM OF EMPLOYES

Believing that a spirit of good fellowship, interest and enthusiasm among the employes of a newspaper and printing company is a valuable asset, the editors of the Shenandoah, Iowa, Sentinel-Post have invited all their employes, from the city editor to the printers' devil, to a big all-day social meeting, June 26. They call it Sentinel-Post Day. Invitations were sent to the out-of-town correspondents, the editorial and business staff and the mechanical staff, fifty in all.

The morning will be devoted to an inspection of the printing plant, registration, and getting acquainted. From one to four o'clock there will be a banquet, with informal talks by members of the editorial and business staff. A round-table discussion by the out-of-town



C. N. Marvin, Shenandoah, Iowa

correspondents will be one feature. Specialty printing samples will be given as favors at the banquet. After the banquet the guests will be given an automobile ride around the city.

The Sentinel-Post Company publishes a semi-weekly,

Sentinel Post Building, Shenandoah, Iowa

two-county newspaper and maintains a job printing plant. C. N. Marvin, president of the company and general manager, is the oldest newspaper man in Southern Iowa in length of service, having been editor of the Sentinel and its successor, the Sentinel-Post, almost twenty-eight years. H. E. Deater, R. K. Tindall and Miss Merze Marvin are associated with him in the management of the newspaper and printing plant. They have a plant 45x100 feet, especially built for the Sentinel-Post by Mr. Marvin a few years ago. The company is installing a new press and some other equipment which will be on display for the first time on Sentinel-Post Day.

Addresses Delivered Before the Thirtieth Annual Convention of the National Editorial Association of the United States, June 29th to July 1st, 1915

"How to Get and Hold Advertising"

By Fred E. Hadley, Enterprise, Winnebago, Minn.

THE securing and holding of advertising is the epitome of success in the newspaper business. Without advertising, no paper can continue in existence for any length of time; unless its owner is a man of wealth with a disposition to run his sheet for the fun of the thing—and a man must have an abnormal sense of humor to finance a losing game.

A good advertiser may not be classed as a scientist, but nevertheless advertising is a science. Not only is advertising a science, but it is also a business, and one of the most potent forces on earth today. Once show a business man that advertising brings him results, and is the very cheapest salesman that he can employ, and it is easy to retain him as a steady and persistent user of space.

We say nothing new and extraordinary when we say that advertising conditions in various towns are vastly different. The merchants of some towns are good advertisers, while the merchants in the next town may know little of the values and merits of advertising, and therefore use but a small amount of printer's ink.

In a town where the business people are backward about taking space, it is up to the editor or his advertising man to do some work along educational lines. Personal solicitation is a good way to secure advertising customers, but the newspaper man who solicits advertising with the plea that the paper needs the business, and permits any one to advertise "just to help the editor out, you know," is not only making himself an object of charity and ridicule, but is doing the whole newspaper fraternity a rank injustice. The publishing of a newspaper is a legitimate business proposition, and if you must solicit advertising do so only on a strictly business basis. Permit no man to allow himself to think that when he is advertising with you he is doing so merely to keep the paper from the sheriff's hands, and that advertising is of no real value to him.

If a prospective advertising customer says that he does not know how to write an advertisement, prepare his copy for him. Familiarize yourself, as much as possible, with his stock of merchandise, and then write an ad. Do not search the dictionary from cover to cover to see if you cannot find a list of unusual words to ring in on a long-suffering public, but use every-day English, and write that ad just as you would talk to an individual. Put "punch" and "pepper" into it, and omit the superlatives.

If you are publishing a good, live paper, one that fills the bill, and has the respect of the people of the community wherein it is published, so much the easier to get the necessary advertising to make your business a financial success. A newspaper that is worthy of the name seldom if ever fails to prosper. Fill your paper with local news, see to it that you have good editorial matter, and the people will read it—and also the advertisements, to the ultimate profit of both yourself and the advertiser.

Insist on frequent change of advertising copy. Don't let a man advertise fly screens in January and ice skates in July. If you do, the results will be painful for you. Advertising of that kind certainly does not pay either the advertiser or the publisher. See to it that the ad compositors do their work well. Good copy butchered by a poor compositor renders advertisements ineffectual.

Coöperation between publisher and advertiser is one of the essentials of success. Give the advertiser the very best you have in stock, and let him know that you are personally interested in his advertising campaign. Make him feel that you are with him and for him, and that the depositing of his money in your till by no means ends your interest in him.

Have nothing to do with exchange propositions, either from foreign or local advertisers. Insist upon getting cash, and nothing but cash, in payment for your space. Collect your bills promptly and frequently. Large bills, allowed to run for a long time, have a discouraging effect on the advertiser. It is a good policy to collect your bills the first of every month. And don't forget that if you pay your own bills promptly it will give you a good standing in the community, and will have a direct bearing on your success.

Give every advertiser the very best possible position in your paper. Try to publish sufficient good news matter so that any position in the paper will be a good position. Live up to your advertising contracts strictly, and "tote fair" all along the line. Play no favorites, but give every man a square deal. Ask a fair and remunerative price for your space—and get it! If you can't get a price that will make you a little money, leave unprofitable advertising alone. You cheapen yourself and fall short of your best ideals when you take advertising matter at a price that fails to leave you a margin of profit. The laborer is worthy of his hire.

It is a good idea to impress upon your readers the fact that advertising is news—store news. Tell your subscribers that often the very best news in the paper for them is in the advertising columns. Dwell upon the fact that subscribers can save the price of their subscription many times over in a year by reading the advertisements in your paper, and by taking advantage of the bargains offered from time to time by the advertisers.

Steer clear of the free publicity sharks. Every publisher knows what great demands are made on him continually for free space. Even the United States Government is at it, and wants the publishers to print for nothing that which we are charging others for. The free space grabbers are a pestilence, and if you listen to their demands and accede to their requests you will be giving away the only commodity you have to sell, and will be cheapening the value of advertising in the eyes of those who are willing to pay for it.

The first users of advertising space, we are told, were generally fake concerns. Although these fakirs reaped a bountiful harvest from the dollars they spent for advertising space, they placed advertising in ill

repute for a time, as the old-fashioned merchants and business concerns were led to think that to advertise was to lose dignity, and would brand them with an undesirable stigma. Very fortunately, time has worked a change in the ideas of men, and advertising is today recognized as a legitimate and necessary part of practically every business.

If you would attract the best class of advertising to your columns, keep the undesirable class out. Bar all objectionable advertising from your paper. Keep your advertising columns as clean as you keep your news columns. No reputable advertiser desires to have his advertisement placed on the same page as an objectionable ad. If you accept tainted advertising matter you are not only doing your readers an injustice, but you are also handicapping your own business interests, for good, clean advertisers will desert you, and leave you stranded on the rocks of failure.

It appears that a brighter era is dawning for all publishers of worth-while newspapers, be those papers large or small. Big concerns which formerly advertised exclusively in the national magazines and weeklies are beginning to realize the efficacy of the country papers as advertising mediums. They are awakening to a realization of the fact that dollar for dollar the country paper furnishes the most advertising value for the money, because the country paper is read, inside and out, from top to bottom, by the whole family. And then, too, the country papers circulate among a class of people with great purchasing power—people who form the real foundation upon which the success of the nation is built.

The country paper of even a decade ago is a vastly different proposition than the country paper of today. The rural press is awakening, and awakening fast. The papers are not only better printed, and present a far better appearance from a mechanical and typographical standpoint, but the quality of the reading matter has greatly improved, and is of standard very little lower than that found in the average metropolitan newspaper.

All this has a bearing on the advertising end of the business of the country publisher. The higher standard of the papers makes it easier to secure desirable advertising contracts at a remunerative rate. We are inclined to be optimistic in this matter, and are of the firm belief that most of the trouble of the average country publisher, in so far as securing and holding advertising is concerned, is over.

But this problem of securing and holding advertising, like so many other problems that confront the small-town publisher, is largely an individual one. The men who are best equipped with selling ability, and who are publishing papers that answer the requirements, with a circulation that covers the field like the proverbial blanket, will skim the cream from the advertising business. To succeed, you must be alive. The world has no time for a "dead one." Put energy and personality into the advertising end of your business and your financial reward will be certain. Just as there is no royal road to learning, there is no royal road to success. No man can write a recipe for success for another man. The advertising business is here, there and everywhere, and the man who uses ordinary push and energy will have no trouble in keeping his paper filled with advertising that will not only enable him to pay the help on Saturday night, meet all his commercial obligations promptly, but leave him enough to properly enjoy those good things in life which should be enjoyed. The successful publisher will use "hustle" for his motto, and "keep alive" for his rule of life. Success is said to come in "cans" and failure in "can'ts." You can get the advertising matter if you go after it—and the successful publisher will see to it that he has a plentiful stock of "cans" on hand at all times.

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THE EDITORIAL PAGE

By Herbert Cavaness

The editorial page is a life-sized theme for the editor of a small town daily, but since I wrote a classic—of Burning Appeal and Community Uplift tinge, the other day, that caused a kind-hearted club woman to send the office a gorgeous bouquet, I feel nearer equal to the task. I have known of editorials that drew brick-bats, smashes from brawny fists, and even buck-shot loads, but I have never known another instance of an editorial being showered with real flowers. So, on this questionable distinction, I crave your hearing to the end.

There are editors who put the editorial page on a pedestal, view it with awe and veneration, worship it with the fine frenzy of a howling Dervish—I am not one of them. There are editors who think an issue without an editorial page, solving the riddles of the universe or full of advice for all classes and conditions, as shocking as attending divine worship garbed in a yellow-striped bathing suit—I am not of that variety. Occasional elimination of the editorial page does not ruffle my soul's serenity with any spasm of regret, nor does the title of editor cause me to swell with pompous conceit.

Far be it from me to attempt an analysis of the metropolitan editorial page with its multitudinous features—its weeping heart throbs, its sale bill type, its other extravagances. This monstrosity of the new newspaper age lies beyond my field of activity. It is the country paper editorial page to which your attention shall in the main be directed. To estimate it justly and value it correctly I shall view it from two angles—the Object and the Quality.

Object includes such aims as—circulation building; advertising expansion; starting town riots; gaining political power; saving the country; reducing the notes the local banker holds; moulding public opinion; getting a reputation as a brilliant paragrapher, a profound thinker, or a blatant ass; tickling one's own vanity; building a new party; continuing in business at peace with your neighbors or enjoying a coat of tar and feathers astride a sharp-angled rail, and similar journalistic ambition's marks.

Quality includes such pen products as—spicy paragraphs; mushy spasms; gorgeous, flowery pluckings from the soul's conservatory; inane, column-length wastes of four syllable words; front page, double-leaded rifle-shots; non-credited scissored collections of others' snappy brain exertions; vigorous pleas for a better community, higher ideals, and sweeter smelling politics; courageous denunciation of graft and fraud, whatever heads are hit; entertaining bits of philosophy; grouchy, dyspeptic scoldings; racy, off-color, horse-collar wit, and other of the varied fillings of the editorial page.

As the Object and the Quality vary, the editorial page varies from a microscopic value, that makes a jitney look like a bushel of diamonds, to an amount that

cannot be measured in the sordid coin of the realm.

If long lists of subscribers and fat advertising contracts—in brief, if the making of money is the chief end of the newspaper game, and it is a very necessary thing, there is no feature of a paper of less importance or as positive a handicap, as the editorial page. This is, I know, wild-eyed, blood-curdling treason to a certain species of the editorial genus. There are still wooden-headed editors who imagine the community waits breathlessly for what they have to say on the tariff question or the future of the Republic—else they wouldn't clutter up so much valuable space with wordy rubbish. It is cruel to pin-prick such illusions, but candor compels one to say that lofty thoughts and rhetorical vaporings are of less real value as business-getters than the humble mention of Mrs. Jones bringing eggs to town, or the rustic correspondent's item about Farmer Smith shingling his barn. If but half the energy and time used in writing editorials that nobody reads, or that cause people to go to sleep trying to read them, were utilized in running down news items and getting a toe-hold on paid locals and display ads, there would be no talk about the poor editor, nor would there be patches on his pants or liver on his table.

The blunt, humiliating truth is, brethren, even if you write readable paragraphs and classic prose, which is quoted far and wide, the average subscriber to the Old Home Paper rarely reads it, although he reads everything else, including the fine print in the ads. Didn't you ever write a literary pearl of great price and keep your ears pricked up for flattering comment, and then never heard a hand-clap? Haven't you written a burning, stinging editorial, you were confident would shake the Old Home Town, and then never heard a peep or never saw a bristle rise? Somehow, Mr. Average Reader shies from these cherished children of the brain as Rastus, on a moonlight night, dodges the silent, white sentinels of the village burying ground. You call this piffle? Well, when you get home, sit down and write one of your best. Then, after the paper is off the press and has had time to find its way to the pantry shelf, go out and mingle with the horny-handed sons of toil, tally sheet in hand. For every valued subscriber who read your gem of purest ray serene, you will find ten who didn't, but who did read the obscure item under Castoria about George Washington Rufus Rastus Brown building his Dulcinea a new hen house. You don't believe this? A great city paper endorses it every time an editorial appears on its front page. By that act, it says, "you're to be forced to read this"—and then two-thirds of the readers, having been caught once unaware, skip it. Half the editors of the United States admit the same thing when they double-lead their editorials or start them with 24-point initial letters, or use other circus features to attract the eye of the reader. Back in Kansas, one editor even puts a poem at the head of his excellent paragraphs as bait.

The Truth I am trying to emphasize is this: The average subscriber—the kind-hearted, generous citizen who furnishes many of the sheckles with which you pay the hired help, settle the paper bills, and keep supplied with cheap cigars, does not take the local "rag" for its editorial splendor—rather takes it in spite of it. There are numerous instances, as you can all testify from painful experience, where subscribers have been lost because of editorials, but subscribers who planked down hard cash because of their excellence—well, they are no more numerous than real statesmen in a legislature.

Take an extreme case. William Allen White's Emporia, Kansas, Gazette is probably the ablest edited country paper in the United States. There are few, if any, stronger editorial teams than Mr. White and Uncle Walt Mason. Surely, you say, the editorial writings of these celebrities are a great business asset to the Gazette. Possibly this case is an exception. Certainly, it is, if there is any country editorial page which helps vitally in making a newspaper pay—and remember we are viewing this problem now from the money angle. I would not foolishly intimate that their writings are not generally read by the home folks. You can't hide genius even in a editorial column—yet I would wager that there are three women who absorb the salad fork gossip in the Gazette's society columns, where one reads the editorials. Or, again—two advertising dollars or two subscription dollars have been lost to the Gazette's till because of its inimitable editorials for every one attracted by them. Only recently, an editorial bouquet of rich humor and good will, tossed by Mr. White to the opposition, caused such a shriek from his business office, because of cancelled subscriptions and irate advertisers, that a hurry-up call had to be sent for the doctor. If the Gazette had never printed a line of Mr. White's fine writin', or a laugh from the pen of Uncle Walt, but as much genius and energy had been devoted to news and to ads and subscriptions, the Gazette's list would make its present circulation look like a man after six months of "third day" ague, and its profits would make its past earnings look like a Salvation Army collection the week after Christmas.

This is not wild exaggeration. A prosperous Kansas daily's experience, which has never carried an editorial line, proves it. I can cite you a small town Kansas editor, too, who wouldn't know an editorial were it labeled, whose bank account would make many of you envious. It is questionable if the finest writin' is a good recipe for a fat newspaper till. It is sad but true, the city editor, the cub reporter, the society reporter, the ad solicitor, the circulation man, and Bill Jones, the valid contributor at Whippoorwill Center, are all of more cash benefit in making a newspaper a financial success, than the brilliant genius who tells how the country ought to be run, paints scenic word pictures, waxes eloquent over the beauties of Commission Government, and writes heavy tariff editorials.

If a town riot is the object, you can start it editorially, but you can do a more artistic job with a two-line local about the leading banker beating his wife. If you desire political power or the county printing, a flowery bouquet for a U. S. Senator or a hayseed commissioner, plainly blue penciled and mailed, has been known to secure results, but even here other methods are more effective. If it is saving the country or moulding public opinion—the metropolitan papers have taught the country editor that the Greeley idea measured with the headline and colored news method is like the flail that grandfather swung compared to the 1915 Harvester model; for the festive headline and the doctored news story, be it known, dearly beloved, influence their tens of thousands where the editorial converts its one. If it is getting a reputation as a writer or an ass, the editorial page will do either, although the latter species seldom discovers what he so eloquently makes plain to the world. If it is starting a new party. neither can that be done, even with the assistance of the Perkins' check-book. If it is peaceful relations with the town folks, you can achieve it most of the time, if you are a diplomat. If it is a ride on a rail, you had better wear sheet-iron trousers.

The editorial page is not without its good points. It is useful—it gives a newspaper man an excuse to be called by the high-sounding title of editor. If you think this is a small matter, you have not met some of the inflated destiny-shapers who have been projected within my range of vision. The editorial page allows dyspeptic things to be worked out of one's system which "Citizen" and "Pro Bono Publico" can only unload occasionally in an obscure "People's Forum," or on the street corner. It helps fill space when both news and advertising are scarce and the boiler plate supply is exhausted. It permits chewing the rag with the skillet headed opposition, the most unprofitable occupation, by the way, in which an editor can engage; an historic custom, it is pleasing to note, rapidly going out of style. It will also, give a clever writer a reputation among the exchanges, but seeing your bright sayings and name in other papers and being called a brilliant paragrapher by kind friends, doesn't add a dollar to the Old Home Paper's revenue, and it has been known to cause some editors to wear larger hats. Of course, if you want to run for Congress or Governor, that is another matter.

But, seriously, an editorial page of the right quality is an important and necessary asset to a newspaper. It is the vital spark that gives it character, the factor that gives it increasing and lasting influence, that makes it a power for good or evil in a community. Newspaper work is not a mere matter of money making, not a mere process of scattering news. It would be a cheap, commonplace business were that its only mission. The newspaper man who sees nothing finer than this in the newspaper game has missed his calling, and his talents were better devoted to dusting prunes or trying for the horseshoe pitching championship.

It is true the editorial page is the least read part of the paper. The saving feature of this, however, is that those who do read it are the thinkers of the community. If you can stimulate them to higher standards of action, a clearer sense of duty, a keener appreciation of the things worth while, so you affect the community as a whole. The thinker is the soul of the community life.

It is true that this is a headline age, that now public opinion is being moved and swayed chiefly by black headlines and distorted and suppressed news, and that the editorial column, especially in the metropolitan press, is losing its force and potency. Still, this does not make it true that such conditions are ideal conditions, and that the country press, the bulwark of newspaper idealism, should not strive against them. It should rather fight hard to maintain the old standards of the days of rugged honesty of thought. The way to achieve this is to print honest headlines, clean, wholesome, undistorted news, to eliminate from the news columns the hidden editorial cunningly inserted for the unwary, and, with all the argument and wit and satire and rhetoric at one's command, to fill the editorial column with frank, honest opinions, vigorous protests as the times make necessary, and inspiring appeals for better living and clearer thinking.

The coloring of dispatches, the printing of misleading headlines, the suppression of legitimate news is more vicious than poisoning the community's water supply. Wilful and malicious poisoning of the public mind by such unfair tactics is the crime of this newspaper age.

An editorial column filled with long-winded, tiresome spasms is not the right kind. About once a century, an occasion arises that calls for a column editorial. Nothing since the Flood, however, has justified the writing of one two-columns long. In other words, speak your sentiments honestly, frankly, and emphatically, but boil 'em down, boil 'em down. The more you boil 'em down, the more likely they are to be read, and unless editorials are read, they will do no more good than the oasis in the desert the weary traveler dying of thirst fails to find. So double-lead your editorials, head them with poetry, print them in large type, run them on the front page, run them sideways, criss-cross, or up-side-down, award every one a prize who can prove he reads them, do anything that will give people an editorial appetite—and don't overlook that leaving out long words and tiresome sermonettes, putting in flashes of humor, human interest sketches, keen bits of homespun philosophy, and the like, are as good magnets as big type and position.

An editorial page that is read may do harm as easily as it does good. It can lower standards as easily as it can raise them—much easier. It can pollute minds more easily than it can inspire them. The editor who makes his editorial page a sewer for hired-hand smut, pool-room filth, the sordid wit of the underworld, is more of a menace to a community than a smallpox scourge, and a more undesirable citizen than a bootlegger. Nor is there any value in an editorial page that has an automatic connection with the business office or commercialized politics. On the other hand, it is not the business of an editorial page to take upon itself the righting of every community wrong, the championing of every right but unpopular issue, the batting of every head that needs to be hit, so that it drives the plant into the hands of a receiver and the editor into the poorhouse.

Undiplomatic frenzy to hasten the millennium is just as foolish as truckling to evil is cowardly. It is as much a religious duty for the editor to clothe his wife and children as it is for him to expose every liar and hypocrite on the townsite. Let the preachers, the church members, the Salvation Army, the W. C. T. U., the club women, the town patriots, all, have their share in the great work of the world's redemption. Do not misunderstand me. There are times when editors to do their duty and maintain their self-respect should hit heads, and when they hit them they should not use feathers. There are times when unpopular issues should be endorsed. Endorse them courageously. There are wrongs that newspapers must right, no matter how much it cuts the business office receipts. Don't stop when the job is half done. But in all this—use commonsense, remembering that a live paper that prints wholesome news, preaches good cheer and good citizenship, is of more lasting use and benefit to a community than a long-nosed, fussy one that tries so hard to reform the world it winds up unable to pay its bills.

A newspaper man who runs to seed editorially and runs to boiler plate in his news columns is merely a fool, and there is a tendency in that direction with too many papers, even in Kansas, where the editorial page is nearest the ideal. The editor who fails to give credit where credit is due is a thief. It is as much grand larceny to steal the product of another's brain as to steal his mule or his wife, and an editorial page run by a thief will never bring the top market price. It takes hard work to write worth-while editorials. Turn out a finished product—the best in you, or write nothing. The newspaper world is surfeited with editors whose sloppy writings remind one of the slovenly attire of a kitchen drudge. There is no easy road to editorial

writing. It requires time, care, application and concentration as well as ability, and if you are too indolent to make the necessary effort, don't spoil white paper with wordy slush.

But, after all is said and done, don't be foolish enough to crowd out a good story or even the Goose Neck Driblets to make way for your sparklers, and when a page ad walks into the door hasten, oh, hasten, my friend, to lift the heavy editorials over on the dump, for they will keep, and with a most profound salaam, royally welcome the distinguished, if unexpected guest.

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HOW TO GET AND HOLD COUNTY CIRCULATION FOR THE COUNTY-SEAT PAPER

By Jens K. Grondahl, Daily Republican, Red Wing, Minn.

How to get and hold county circulation for the county-seat paper is easy to discuss, if not quite so easy to accomplish. On many occasions in the past the National Editorial Association has listened to able discourses on kindred subjects and there are not many new ideas which can be advanced with regard to the circulation problem, although the subject may appear in a slightly different form. A newspaper is a commodity and like other commodities the demand for it depends upon quality, service and business methods. To get circulation, then, in the county, whether a newspaper be published at the county seat or elsewhere, it must meet the needs of the community for which it is intended and have back of it the same sound business principles which are necessary for the success of any enterprise. The county-seat paper has an advantage over its contemporaries because it is closer to the heart of many things in which the people throughout the county are interested. Easy access to news of an official character, frequent visits from men of political influence and people who are interested in the institutions that are naturally in close contact with the county seat, give the newspaper there an opportunity for first-hand information not possessed by other papers. For this reason the wide-awake and influential people of the county, no matter where they are located, want a county-seat paper in addition to their more local publication. A county-seat paper, in order to be successful, also must be local in its character so as to satisfy its immediate community and yet broad enough in its scope to interest the whole county.

As I understand it, my subject was assigned me with the view that I should give the experience of the Red Wing Republican in getting and holding county circulation. Then you will pardon me for referring briefly to the history of the Republican. We publish three editions, Morning, Evening, and Weekly. The Weekly Republican was founded in 1857, being one of the early publications of the state and one of the few that survived the Civil War period with publication uninterrupted. Its founder was Lucius F. Hubbard, who became a commander in the Civil War and later Governor of Minnesota and again a commander in the Spanish-American War. The sterling character of this man, as well as those who succeeded him, was impressed upon it. At all times in its history it was an all home-print paper. From its beginning it was sufficiently abreast of the times for practical leadership in the march of progress, yet close enough to the immediate needs of the community to be in full touch with the life and activities of the people.

The Daily Republican, the evening paper, was established in 1884 by Col. B. B. Herbert, who, by the way, called the meeting from the Republican office, which was held in New Orleans and organized the National Editorial Association, with Col. Herbert as its first president. In 1908 the National Editorial Association dedicated the new Republican building at Red Wing. When the daily was launched that naturally became the paper for the city and the Weekly became more distinctively the rural paper.

When rural free delivery was inaugurated the morning papers from the Twin Cities established a considerable circulation in our rural field because they had the advantage of reaching country subscribers on the day of publication. While this did not in any way interfere with the circulation of the Weekly it made it exceedingly difficult to induce the farmers to take our evening paper, which did not go out on the rural routes until the next morning. I became convinced that the only way to meet the situation was to start a morning edition for the country, and this was done four years ago with gratifying success. The time is fast approaching when we shall have as many subscribers for The Morning Republican in the country districts as we have for The Evening Republican in the City of Red Wing. Strange as it may seem, the circulation of The Weekly Republican has not suffered materially, this being due to the fact that we have extended our zone of activity and have cultivated localities which in the past may have been more or less neglected. To meet the normal demands of the Morning and Evening circulation we now print about 2,600 copies and the circulation of the Weekly is about 2,000.

In order to get and hold our county circulation and to increase it gradually we have depended, as already intimated, on quality, service and business methods. We cover the local and county news as thoroughly as possible, we aim to get all the country correspondence that we can and always feel that we would like to have more, because of its great help in getting and holding subscribers, and we plan to get our papers to the subscribers with the least possible delay, alternating the Morning and the Evening editions when changes in mail service demand. We use cuts of local interest quite freely and find them an excellent feature. We depend largely upon the excellent reports of the United Press for general news, a service which has been invaluable to us, particularly since the beginning of the great war. More and more the country constituency are demanding up-to-date general news.

We rarely have solicitors in the country. We do not use premiums as subscription boosters and we never put on a contest. It is indeed inconsistent for newspapers that object to the use of premiums by merchants to use premiums to sell their own product. We have been liberal with sample copies, particularly when we knew that we had some big "scoop" on local or outside papers. Practically our only inducement to new subscribers has been to offer a trial subscription for a short period at a reduced price, figuring that such reduction would be considerably less than the expense of sending a solicitor. These offers have taken the form of coupons in the paper and occasionally we use return post cards, the subscriber paying when he comes to town or at his convenience. We have been well satisfied with the results of this plan. Although we do not often send men into the country to solicit, we do make

it a point to be well represented at all gatherings of importance within the county. When the occasion warrants, we telephone the reports of such gatherings to the office, play the matter up on the front page and now and then succeed in delivering the papers by automobile to the place of meeting before the people have dispersed to their homes. This has been largely in the nature of surprises which have elicited expression of hearty appreciation, resulting in new subscribers. Quite a few new names can be added to the list at such times. To cite one of a number of instances, a large farmers' meeting, twenty-seven miles from the city, was served with several hundred copies of The Republican containing practically a full account of the proceedings, while the farmers were yet present. It won many new friends for the paper.

When we feel that the importance of the news warrants it, we never count either trouble or expense in obtaining it and getting it to our readers. When a considerable number of our people are on an excursion or attending conventions within a radius of fifty miles, The Republican generally reaches them by train, automobile or launch. This also strengthens the paper with its readers because the home paper is appreciated just a little bit more than at any other times when it reaches one unexpectedly while away from home.

At the last general election we had the United Press wires run on to the stage of our Municipal Auditorium, which, by the way, was the first municipal theatre in America, and there the city people and people from all parts of the county had the news read to them as it came from the telegraph instrument before them. At the same time we were preparing the Morning paper, giving complete returns of the election. These things we do on a larger or smaller scale at every important election, because it is our determination that the people in our field shall read all the important news first in The Republican. Whenever there is news of sufficient importance we give the Evening subscribers in the city also our Morning paper without extra charge and when we can get startling news to our country subscribers quicker by sending them the Evening paper we give them that additional service.

After obtaining subscribers we do not find much difficulty in keeping them, notwithstanding the fact that the editorial policy of The Republican has been absolutely fearless and oftentimes opposed to the views of a large part of its constituency. In a local upheaval when we had reason to expect that we would lose two or three hundred subscribers at least, because of the uncompromising position the paper took on certain public questions, we lost less than forty, and with the exception of half a dozen all of these were back on our subscription list of their volition within the next two or three weeks. We have repeatedly had the community at fever heat because of things which we felt it our duty to advocate or our duty to oppose, but our circulation has continued to grow in a healthy manner. Our experience over a period of many years has convinced me that so long as a newspaper is true to its convictions, it has nothing to fear in a business way by using all the power at its command for what it knows to be the best interests of the community. Even those who do not agree will respect such a paper and continue to take it.

Prompt collections, courteous attention to little things as well as big, a personal interest in everybody's welfare, a sympathetic coöperation with the people of the county in their individual and collective endeavors, firmness and kindness in dealing with unpleasant things—these are also some of the things that help to build up and hold circulation. Make the kind of a paper that the people need and want, and simple, practical, energetic business methods will do the rest.

* * *

BUILDING UP AND PUSHING A STATE ASSOCIATION

By Sam P. Harben, Secretary Texas Press Association, Editor Richardson (Texas) Echo

Josh Billings once said "that he did not care how much a man said, so long as he said it in a few words."

The subject handed to me by your president to discourse upon is one that will interest every member, should I be able to treat it interestingly: "Building Up and Pushing a State Association" is "live matter" to all members and more especially is it "live matter" to my fellow secretaries of state associations.

Seven years ago the members of the Texas Press Association elected me as their secretary, this, after two years schooling as assistant under the most efficient secretary this body has ever had, Thos. B. Lusk. Mr. Lusk has served five years in this office and worked hard. Following him I had the advantage of his system, but soon found the job required some originality, as the other fellow's methods could not always be kept in mind.

From a paid up membership of 100 with another hundred on the delinquent roll, these owing all the way from $2 to $6 in dues, the Texas Press Association has today a paid up membership of 300 with only 75 on the delinquent list. Down in Texas money is not always plentiful in the shop of the country editor, and the membership of our association is built up largely of this class, and when the all-wise members of the Legislature abrogated our former easy manner of getting about over the state on slip-shod advertising exchange contracts, many said the state association would meet no more as of old. The first year our attendance was cut to a very noticeable extent, but since then we have found a way to travel and our best newspaper makers, both country and city, attend the annual three days' meeting and all work hard, attend the sessions regularly, listen to the proceedings, hear the other fellow's views, and return home feeling their time and money well spent.

My manner of handling our state association to keep up the interest is somewhat as follows: I never let an inquiry from a member lie on my desk twenty-four hours without an answer; if I do not have the information desired, if it is about association matters, I hunt it out and let him or her know their secretary is willing to help along.

Our meetings are generally held in either May or June. In January I call the program committee together, see that a full attendance is present and have a list of subjects to lay before them, for their selection for the next meeting. I get the minutes from other state association secretaries, read the papers and discussions held by other organizations; the best of these subjects are jotted down in toto or maybe only the germ idea taken.

Something like double the number of ideas needed are suggested, many of these are selected by the committee, often the members have special subjects they wish discussed. From this we build a program that will be

worth the effort and time of any newspaper man to journey to the meeting to hear debated.

After this program is made up, another very vital point is to have the right man selected to handle the subject, that done, the party is communicated with and their written consent filed to treat this matter or else some other person solicited. In a few weeks after this the press is given the program. This gives us ninety days until the meeting date; about every three weeks during this time, some little story is sent out to the daily press about the meeting, leading exchange editors of the larger dailies are asked to make, through their columns, pertinent remarks apropos the meeting. Sixty days before the meeting a personal letter is sent to every traveling man in Texas who calls on the printing trade, a batch of application blanks is sent him and his coöperation urged for the membership campaign now on. One year a traveling salesman in the territory where the meeting was to be held, brought in 28 applications at $6.50 per capita. The association thanked him by a rising vote and he is still one of our greatest boosters.

Following this a form letter of invitation is sent every newspaper publisher not a member, with an application blank attached and a copy of the coming program. This calls attention to the advantages to be derived by identifying himself or herself with the state organization. In twenty days I get out a second letter of this character and from these two general invitations, several applications are received and scores of inquiries made. These inquiries, a portion of them wanting more specific information as to the dollars and cents benefit of membership, others regards receiving exchange advertising contracts should they join, some seeking to argue why they should not join, are carefully filed, answered promptly. To those who do not answer further in ten days, a second letter goes with a polite request to let this office know their final decision.

Our thirty-sixth annual convention was held in Corpus Christi just two weeks ago, and I had in my files 42 paid up applications for membership, when the convention was called to order, nearly all of them received through the invitations and persistent follow-ups sent out previous to the meeting.

When our state association convenes, the first morning, the matter of keeping the minutes is turned over to my assistant; the financial side of the organization receives my undivided attention. A receipt is made out for each member attending and those expected. As soon as the morning session adjourns, the announcement is made that the secretary desires to see each member before he leaves the hall, that badges for local entertainment are to be had at the desk of the secretary, and then only upon payment of dues. Many members walk away thinking the badge matter can be attended to later, wherever I meet that member he or she is presented with their receipt and rarely ever do they fail to "dig." A man will certainly stay interested in a matter when he is paying for the privilege, otherwise he may forget.

As soon as the association adjourns, the list of members is carefully checked over and all who have not paid are presented, through their bank, within ten days' time, a draft for their dues, this usually brings a good per cent of the delinquents. This also furnishes the information, so often not received by the secretary otherwise, that this particular member has, "sold out," "left the state," is "temporarily out of business," and sometimes the "does not care to retain his membership" or "refuses to honor the draft." The endorsement of anyone of these will cause that name to be promptly dropped from the roll.

For the past three years enough special advertising has been secured for each paid-up member of the association to care for his dues, hotel bills, and minor incidentals. Advertising contracts are made with bona-fide members by the leading railroads to carry the publishers and their wives to and from the meetings. We really attend the association meets without the outlay of any cash at all and make of it a nice outing. Our organization meets on the coast every other year, and while learning new and better business methods, we are also taking our annual vacation.

Another point that keeps our members interested in the association's affairs, is the prompt printing and distribution of the proceedings. The minutes of the Corpus Christi meeting, held June 10, 11, and 12, are now in the hands of the members. This enables each one to read them while their interest is still warm, study those papers of most merit from their viewpoint, and feel they are getting prompt returns on the money invested.

I thank you.

* * *

"STANDARD ADVERTISED REMEDIES"

By Ervin F. Kemp, Editor Standard Remedies, Chicago, Ill.

The business of advertising medicinal preparations which have been put up in uniform packages and labeled with trade names and directions for use is the oldest advertising merchandise business in the world. It is as honorable as it is old, and I am glad to be here today as its spokesman.

In advertising, and in merchandising methods the manufacturers of so-called "patent" medicines have pioneered. They pointed the way to all successful merchandising of specialty articles the commercial success of which depends upon wide distribution and widely distributed advertising. They proved beyond a shadow of a doubt that advertising, if backed by real value, pays as a means of selling merchandise; and in pioneering the field and demonstrating the possibilities of general advertising they performed a service that is monumental.

Others would in time have discovered the truths that it was the destiny of the package medicine manufacturer to discover, but it was distinctively the field for the advertiser of package medicines to plow first—medicines being the one of the four primary necessities that man, in his upward advance, first found it necessary to depend upon others for. He could raise, or trade for food and clothing; he could provide shelter—food, clothing and shelter being his other primary necessities—but for some of his needed medicines he was obliged to depend upon others. His food, clothing and shelter could be provided at hand, as could some of his medicines, but many of the remedies he needed could not be produced by him, or by his neighbors.

The package medicine manufacturer succeeded because he furnished the remedies needed; his business was built upon the necessities of the people; has existed because of its economic necessity and will survive until it ceases longer to be an economic necessity. In meeting the necessity of the people the package medicine manufacturer established many valuable precedents in merchandising and advertising.

"Package medicine manufacturers," to quote Advertising and Selling, "were the first to discover the mer-

chandising power of advertising." This is an exact truth. And, having discovered the sheer merchandising power of advertising they proceeded to make discovery after discovery, without knowing it. It is true that almost everything that is now being heralded as "new" in advertising was practiced by package medicine advertisers of a bygone day. Psychologists who are now rampant in the field of advertising, have "discovered," among other things, that the greatest attention value of a poster is obtained by the use of red on gray, red on yellow or yellow on black. This is heralded as a "discovery" for which the psychologists are patting themselves on the back. Bless their innocent hearts, Dr. Pierce as long ago as I can remember, was painting Golden Discovery in yellow on black on barns and fences from coast to coast. He used yellow on black for the simple reason that the sign could be read a long distance, a longer distance than if he used any other colors and it was circulation he was looking for, not psychological truths!

These same self-confessed experts have "discovered" that an advertisement set in type the same as the body of a newspaper or magazine is easier read than if set in any other type. Bless them again—the package medicine advertiser discovered the efficacy of the imitation reader long before the present-day experts were born!

Not only were these much-heralded truths long known to package medicine advertisers, but they were the first to use almanacs, from which sprang the modern catalog, now almost essential to merchandising in some lines; they were the first to use window displays, thus being the fathers of the modern art of window dressing; they were the first to adopt attractive packages and easy-to-remember names; they were the first to adopt attractive counter displays; the first to advertise by the distribution of samples, or by the distribution of advertising matter from house to house; they were the first to recognize and adopt the testimonial as an advertising adjunct. Today very nearly all advertising is based on the testimonial, direct or implied.

Package medicine advertisers hit upon these truths in advertising by grinding, bitter hard experience. There was no royal short-cut, no psychologists to tell them what to do, and how to do it. They tried and failed, and tried again and succeeded—that is, some of them did, and some didn't. They established great advertising truths without knowing it; they lived and died—some successes and some failures—without knowing that that which they had done had blazed the way for modern advertisers who, in this year of the Independence of the United States, will spend from $5 to $10 in publicity, for every man, woman and child living under the Stars and Stripes.

In approaching the subject of Standard Advertised Remedies it is fair that I should state what class of remedies I include, in my mind, under that classification.

In the first place, I include the ordinary household medicines which are sold almost universally, and which have been for years and probably always will be advertised in the newspapers. I include those preparations in uniform packages under trade names which are advertised direct to the public, and which are sold through the ordinary channels of trade. Most of them originated as physicians' prescriptions, happy combinations which proved to be so efficacious that a neighborhood demand grew for them, and which proved so beneficial that their general distribution and sale became commercially possible and profitable—and commercial successes are not possible unless the article merchandised be of merit and value.

I do not regard as "standard" any medicinal preparation which is adulterated or misbranded under the National Food and Drugs Law or any of the State laws which, in the main, are uniform with the National law. Neither do I regard as "standard" any remedies or preparations which, because of their insufficiently medicated alcoholic content are capable of being used as a beverage or as satisfying a craving for liquor.

I certainly do not regard as "standard" any medicine which because of its narcotic content is capable of either creating or satisfying a drug addiction.

Likewise I arbitrarily rule out medicines which are advertised as cures or remedies for the so-called, but miscalled, "incurable diseases." I do not admit to my classification the so-called "prescriptions," or preparations however meritorious exclusively sold by mail order. I of course eliminate all pharmaceutical preparations and specialties which are not advertised to the consumer—not because they are not "standard," but because they are not advertised.

I, of course, do not admit, or consider at all in the classification those advertising doctors usually designated as "Quacks," who belong to the medical profession and who advertise service and not merchandise.

In drawing the line on alcoholic preparations, I follow the ruling of the United States Revenue Department, which jealously watches the manufacture and sale of alcoholic liquors and beverages. This department says that no preparation, decoction or mixture containing alcohol may be sold without the payment of the liquor dealers' tax unless each ounce of the mixture contains an average pharmacopoeal dose of a drug whose medicinal qualities are recognized in the United States Pharmacopoeia. I do not know of a better ruling, or of a better place to draw the line.

The revenue department takes no cognizance of the percentage of alcohol contained, nor can it well do so, for some tinctures are practically all alcohol and still are within the ruling and are not suitable for use as beverages. Various drugs require different amounts of alcohol to extract and hold their medicinal properties, and to adopt a percentage basis is impossible. The determination must be upon the amount of medicinal agent present, and the department is looking out to see that none escaped without the payment of the tax. Any advertised medicine passed by the revenue department I classify as "standard" regardless of the percentage of alcohol.

In guiding myself in excluding from the classification certain narcotic preparations and permitting others to remain in, I again look to our government for guidance. Congress has passed what is known as the Harrison anti-narcotic law which, by its exemptions, declares in effect that preparations which contain no more than certain definitely stated small quantities of narcotics are neither habit-forming or habit-satisfying, and these I admit to my classification, and I rely upon label statement, necessarily accurate over the Food and Drugs Law as to the amount contained. I, of course, disregard, as entirely without the bounds that list of alleged remedies for conditions caused by sexual vice, the alleged abortifacients, etc.

I admit practically without question all preparations advertised for external use only and marked plainly to that effect, and I admit under no circumstances any preparation containing cocaine in any degree.

This, I think, intelligently explains my classification

of "Standard Advertised Remedies," and there is no reason under the sun, in morals, in ethics, in good business why they can not be properly advertised in any newspaper in the United States.

There is no reason why medicines should not be made in great laboratories, and there are many reasons why they should be. The element of hap-hazardness is eliminated; there is every opportunity for the selection of the best materials—the best cost very little, if any more than poor materials, but it is often difficult to tell the good from the poor. The danger of poor drugs is practically eliminated in the well organized laboratory. Medicines made under these conditions become so uniform in character that the user may know from one bottle what every other bottle will be like.

There is no reason why medicines should not be put up in attractive and uniform packages, with an easy to remember name. The public can as readily refuse an article by name as call for it by name.

There is no reason why prepared medicines should not be sold by druggists, to the consumer, without the intervention of a prescription.

There is no reason why any person should not buy for his own use the medicine which is made to remedy a disease or condition which afflicts him. There is nothing to the argument against self-diagnosis—all diagnosis which is not performed in a laboratory is self-diagnosis with a physician at hand to supply names for self-described symptoms. Any reasonably intelligent person knows when he can safely use a domestic remedy and when he should consult a physician.

There is no reason why medicines should not be properly advertised. I repeat this statement because I want to explain that I mean "properly" when I say it. I do not believe there should be—or from the advertisers' standpoint, need be—exaggerated claims of medical efficiency or therapeutic effectiveness. I do not mean that there should be language that is offensive to sensible people, or illustrations that are bizarre. Of course, there should be no statement of fact that is untrue. Fortunately we can determine, easily, the substantial truth of the statements contained in package medicine advertising.

Our government helped me draw the line in my classification of "standard" remedies, and it will help us to determine the truth of the advertised word applied to medicine.

We have all heard much about the National Food and Drugs Law. As it applies to package medicines this law is a "pure label" law, nothing more nor less. It is a "misbranding" law, and it declares that an article is misbranded if there is in or on the package as it is prepared for the consumer "any statement, design or device concerning the curative or therapeutic effects of the article, or of any of the ingredients or substances contained therein which is false and fraudulent."

There is our guide. The package is truly labeled. You may be sure that no manufacturer is going to face prosecution by the government, which prosecution is sure to come, by making false statements on his labels or in his printed matter. Therefore a comparison of the label and the printed matter with the package, with the advertised statements in the newspaper will be a conclusive check.

Allowing for "puffery" which does not amount to misrepresentation, and with a reasonable allowance for the enthusiasm of the advertiser for his good merchandise, there ought to be no statement in the newspaper advertising that does not compare, as to fact, with the statements on the label and in the printed matter accompanying the package. The test is simple—compare the label with the newspaper advertising, and allow something for reasonable "puffery" which courts always have construed as legitimate.

That there should be no statement of fact in the advertising that could not with entire propriety be printed upon the label, or in the accompanying printed matter, in the fixed sentiment of the great majority of the advertisers of package medicines.

You know, as well as I, that an advertiser whose advertisement habitually or frequently offers value, or service or anything in excess of that actually delivered is bound for bankruptcy. His sin will find him out, and he will not long be an advertiser. It is a fixed fact that an article, which is sold under a trade name, at a small price, and whose commercial success depends upon re-sales must be as good or better than its advertising claims, or the public will not buy it.

You can recall, as you sit here, many remedies which have been advertised continuously for many years. You cannot account for their continued advertising except upon the basis that the article has the merit to perform up to promise. We know that no advertising campaign, especially of merchandise specialties, reaches its maximum effectiveness until there has been created a word-of-mouth advertising, and this cannot be created except upon merit. This word-of-mouth advertising constitutes the "good will" that advertisers charge with a proportion of their advertising expense. In the case of articles of household, or bedside use it is necessary to please the first user, so that she will tell her neighbor of the merit of the article so enthusiastically that her neighbor will remember, and perhaps pass the word along. If the first user is not satisfied the advertising dies right there, and the "good will" is not created. It is the friendly comment, inspired by a good article, that is the chief value of advertising.

The fact that many remedies have been advertised so long, and have built up "good will" of the kind mentioned, is positive proof of merit. We know that there have been "fly by night" advertisers represented in the papers; we know that there have been medicines advertised which have not made good their claims to the user; we know that they eliminate themselves, in time but, unfortunately, their failure does not deter others from trying to beat an immutable law. The problem now arises of devising some way of protecting the publisher and the public against this class of advertisers.

This is an age of standardization, and the standardization of medicine is a difficult problem, but one not impossible of accomplishment. I anticipate that, within a comparatively short time, we will see an honest and earnest and fearless attempt to bring about a standardization not only of medicinal product, but of package medicine advertising. I do not feel qualified to discuss the question of the standardization of product, but I believe that skilled and learned chemists and therapeutists, such as I assume will be entrusted with the work, will adopt some basis, at least upon which standardization can be built.

I feel rather more competent to discuss the standardization of advertising, and yet I approach that subject rather cautiously. I have reason to know that there is under way a proposition to adopt a standard which will carry with it some careful, competent and painstaking censorship of copy, the approval of which may,

perhaps, be expressed by symbol which, perhaps, may be licensed for use on individual schedules of copy, as an assurance to the publisher that the copy and the article advertised are both approved. The symbol may, though I can not so definitely state, be licensed for use in the copy as an assurance to the public that the remedy is truly a "standard remedy." Plans looking to such a standardization are now under consideration by committees of the Proprietary Association, which for several years has been earnest in its appeal to its members to place their business on the highest possible plane; and this appeal has resulted in the very marked improvement in copy which you must all have noticed has taken place. When this work is finished, or has advanced to more definite plans, we, whose hearts are set upon bringing about better conditions in the trade, hope to look to you to help us carry it to its fullest possible development.

One argument in favor of such a plan as is proposed is that it may meet the opposition of a certain element in the trade; but no honest manufacturer who understands the situation will oppose a reasonable standardization of either product or advertising; and I feel that editors and publishers who are thinking of those things will be glad to know that these things are being done.

And while I am on the subject of the Proprietary Association I want to tell you that, at the annual meeting of that association held a month ago in New York City the so-called "Printers' Ink Advertising Bill" was unanimously endorsed. This bill makes it a misdemeanor to make, circulate, or disseminate in any form of advertising any statement that is untrue, deceptive or misleading; and the action of the Proprietary Association in endorsing it is significant. It shows that the 220 manufacturers comprising that organization have no fear of such laws, or of any law compelling or requiring the statement of the truth in their advertising.

I assure you, my friends, that the manufacturers of standard advertised remedies are jealous of the friendship of the press of the United States as represented in the National Editorial Association. They want a continuance of that friendship, and they want to deserve that friendship. Consequently they have permitted me to tell you something of their plans—their plans to make easy an intelligent discrimination between the worthy and the unworthy; and I can assure you that when a standard is adopted it will be high enough to mean something but not so high that an honest advertiser cannot comply with it easily and naturally—but high enough to bar from its approval forever any manufacturer or advertiser who is dishonest in his heart.

I want to say that I have made a study of this question of package medicines. I have a conscience and rather high ideals. Were I not wholly satisfied that the business is inherently honest, were not satisfied of the material service being rendered to the public, or of the good purposes and honest intentions of the great majority of the manufacturers in the line I would not be its spokesman here or elsewhere, today or ever.

I am not deterred or embarrassed by the fact that there is a controversy over the business. I can see through a ladder, and I do not have to be possessed of abnormal intelligence or anything resembling second sight to fathom that opposition. It is commercial, not moral. It is that type of controversy which, in the labor movement, leads to jurisdictional disputes—the controversy which results when one trade or class or set of men claim the right to exclusively perform any given service, or labor.

We represent the commercial side of the healing art. We are frankly commercial, we do not have to deny it nor do we want to. We do not have to indulge in subterfuge, or claim for ourselves anything we can not grant to every other living soul on the same terms. We recognize our shortcomings and are earnestly trying to overcome them. We believe that the ethics of business—the acts of right relationship with the public the performance of which give us our only right to exist—are sufficiently well defined to guide us, and we do not want to be, or claim the right to be the custodians, or the dictators of the morals of others. We believe there is a field, honest and large, for the commercial side of the healing art—the manufacture, advertising and sale of "Standard Advertised Remedies."

I am sure I thank you sincerely for this opportunity to address you, and I hope I have been able to bring to you a new thought or so concerning the package medicine business, and I likewise hope I have been able to correct any false impressions you may have had.

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NEWSPAPERS AND POLITICIANS

By E. E. Brodie, President Oregon State Editorial Association

In discussing this subject, I think you will all agree with me that the business of publishing a newspaper is like any other business; it is conducted for the purpose of selling a commodity to the public and making money by the sale. The publisher of a newspaper—and this applies to both the large city daily and to the country press—sells news and advertising. News is of many kinds, and so is advertising. Some news is political, and some advertising is political. But owing to the fact that the reading public looks upon politics as something entirely different from everything else in the world, rules which apply to ordinary news and advertising cannot be applied to political news and political advertising without some form of modification.

Our problem, therefore, is to determine what special rules shall apply to political news and political advertising; rules that will enable us at the same time to satisfy the reading public and to keep the records of our cost system from being hopelessly tangled. Primarily I shall devote myself to solving this problem for the country newspaper and for the small city daily, though I believe the same rules will hold good for the larger newspapers.

Very few of us publish truly "independent" papers. We all of us have political leanings; in fact, the reading public expects each newspaper to have a certain definite political policy. However, to have such a policy does not require that a newspaper give unlimited support to any candidates or party without hope of reward in the business office; nor does it require the publisher to be at the mercy of politicians before and after elections.

Doubtless you have experienced that warm friendship which comes from politicians just before an election, and the chilling frost that comes from them afterwards, when they are enjoying the power given them by the people. You may possibly have aided in electing men to the legislature; only to have these same men, during the legislative sessions, forget utterly that it was largely the support of the newspapers that made them solons. And perhaps some of you have seen legis-

latures actually deprive newspapers of perfectly legitimate business by the laws which they have passed or have failed to pass. What can we do, then, to maintain the same respect from politicians after election that they show for us before the ballots of the electorate are cast?

Understand that I would not for a minute have it appear that in regard to politicians newspapers must be mercenary. Politics is today a business, even as is the publishing of a newspaper. Yet without appearing mercenary, I believe that the newspaper can be shown to be of such inestimable value to the politician that he will always remember it—not only before election, but afterwards. The newspaper gives the politician support, and in return it has the right to demand an equal support from the policitian. The realization of this can best be brought about by a unity of action on the part of the newspapers, and by a more conservative attitude on the part of the publisher towards the politician.

In running a newspaper we naturally support the principles of our party as they are laid down in the party platform. The support of these principles should be solely in our editorial columns. In our town or county, possibly, there may reside some one man who is the party candidate for high or important office; and there are probably from six to a dozen other party candidates for lesser offices. We owe all of these men support as party men, but we do not owe them unlimited support. Our chief trouble, I believe, is that in the excitement of the campaign we give too much support; we make our support cheap, and so the politicians do not realize the value of it.

In our support of candidates I believe we should use the greatest moderation and conservatism. Editorially I do not believe we should mention, except in rare instances that may be governed by individual conditions, any but the head of the ticket: president, governor, mayor, as the case may be. The rest of the ticket should be grouped together, if we care to do that, at the head of the editorial column. The leading man in our town or county may deserve some special editorial mention from time to time, but I would have this mention rare enough and conservative enough to make it apparent to all that it should be appreciated as a special favor.

In our news pages politics and politicians should be treated strictly according to their news value, and given only such mention as the situation necessitates. If a rally is held, print the news; if the leading candidate makes a speech, print the news of it, with an excerpt or two, but not the entire speech. If he is attacked on special grounds, handle the attack as news; and handle his defense, when made, as news. And let it end there. By doing this—by supporting the party principles and the head of the ticket editorially, by giving a moderate boost to the leading local candidate, by publishing the party ticket and the news of the campaign, we have done our share, have maintained our dignity, have fulfilled our understood contract with our readers, and have left ourselves in a position from which we can rightfully demand that which we are entitled to receive.

To do this will be to break the heart of the press agent; but if we do not break his heart, he will break ours. The press agent is the serpent in our Garden of Eden, he has no mercy on us, he is more wily than the snake and more deadly to the profit side of the ledger than a fire. He is employed at a salary that lures him from the newspaper field to become the foe of his former profession; and his one aim in life is to get something for nothing. When we have given the conservative support to our party that I have already outlined, we have done our duty to the public and to the politician alike—and there is no reason why the press agent should not be turned over at once to the business office.

Up in Oregon, where my home is, we have reached that stage in politics where the press agent is the only man we see around the office in campaign times, and we do not always see him. He usually drops in early, gives us a cigar and some glittering promises, jollies us about our advertising rates and hints mysteriously about taking a quarter page in two weeks, gives us an order for 500 cards, leaves a wad of advance copy, and goes on his way. If we are "easy" he returns, gives us some more copy, and talks about getting out a special edition the week before election. If we are not "easy" we get a small advertising contract, considerable of the press agent material that we can recognize, and a flood of letters from our old friends "Constant Reader," "Pro Bono Publico," and various mysteriously initialed communications praising this or that candidate or measure. And after we print the letters, and the campaign is all over, the press agent tells us with a grin that he wrote the letters himself, and then asks us for a ten per cent discount on his bill. And the politician, in office, sees how easily the thing was done, and laughs at us when we ask a legislative favor.

I believe that the politician should pay for everything that he—or she, in these modern days—gets from the newspaper, except the conservative support already outlined. I believe that the papers should charge at least a rate and a half for all political advertising matter, whether display or reader, and that this rule should not be broken for candidates of our own party. The politicians will then discover that newspaper support has a value, that publicity is just as valuable to them as it is to the merchant, and that the business of publishing a newspaper is entitled to just as much recognition after election day as is any other business. It may be hard to do this; at first we may lose legitimate political advertising—but if we keep the bars up against the press agent, the politician will have to come to us at legitimate terms, just as does the druggist, the market man, the furniture seller or any other user of our space.

In regard to getting what we have a right to demand from our politicians after they get in office, we can only do this by standing together and by calling a spade a spade. And we cannot stand with dignity after an election if we give the politician and the press agent undue leeway before election. If we make ourselves cheap before the ballots are cast, we have only ourselves to blame if the politicians regard us as cheap after they are invested with representative authority.

During a recent election in my state a matter of vital interest to every community was upon the ballot. Allied on each side of the question were powerful organizations, with skilled managers and with as fiendish an outfit of press agents as were ever gathered together. At the start of the campaign each side sent out cleverly worded tenders for advertising rates. And, gentlemen, there were papers in Oregon that signed contracts for 600 inches of advertising on these tenders for two cents an inch! The prices ranged from that up to two dollars and a half an inch, but a fair advertising

average on this political advertising in the country press of Oregon was twenty cents an inch! Every politician in the state learned of these figures, each politician demanded practically as low a rate for his own personal advertising; and later on, the legislature, knowing how cheap the newspapers had made themselves, laughed at the demands of the editorial association for the enactment of statutes that would give the newspaper a fair rate for public printing.

In this campaign, also, the newspapers were flooded with letters apparently from readers, in which the arguments pro and con were advanced. In the headquarters of one campaign nine stenographers were employed at times writing these "letters to the editor." And sixty per cent of the letters got into type—hundreds of columns of publicity were donated by the papers for not one single cent of revenue. And at the same time the newspapers did their full share editorially in discussing or supporting the issues at stake.

What was done in Oregon is now being attempted elsewhere. It may be done to you, and if it is you have only yourself to blame. Do you want to continue thus to be at the mercy of the political organization, which is the acme of business cunning today; or do you want to be able to stand staunchly forth and get the just revenue that you should have from the politician in campaign times, so that you may later demand of the officeholder the recognition to which you are entitled?

To sum up: the newspaper owes to its party only a general editorial support of the principles of the party platform. The newspaper owes to the head of the ticket only a brief and dignified editorial support. To the leading "home candidate" the newspaper owes nothing more than his prominence in the community or the campaign demands as news. To the press agent the newspaper owes nothing at all, for he is a pariah and a parasite. And for political advertising the newspaper is entitled to "amusement rates," for the campaign is nothing but a popularized circus or vaudeville show, staged to catch the fancy of the people and to win their votes. Stand firm on these lines and the newspaper publisher can then, through his organization, demand of the politician in office his just dues, and will receive from the officeholder the same attention that would be given any other organization representing a group of dignified and determined business men who have the right to ask the passage of laws for the protection and guidance of their business.

So much for our rules of action. To carry them into effect we must have a strong organization; an organization to which every publisher will voluntarily belong because he realizes that only through unity of action can he obtain results. As newspapermen we know the power of the press, but we have yet to learn how great is this power when exerted through an organization held together by the knowledge of its members that "in union there is strength." We must belong to our organization because we believe in it, because we realize that in the business world today the individual has no power to cope with the force of united and entrenched unity of purpose. Newspapermen, by their very training, lack the realization of the power of concerted action—temperamentally the newspaperman is an individualist, and the hardest lesson for him to learn is the lesson of the value of organization. But we must learn this lesson, and we must apply what we have learned when we deal with the politician."

ANNUAL ADDRESS OF THE PRESIDENT N. E. A.

By G. E. Hosmer of Denver, Colo.

It is indeed a great pleasure to me to be here today, and to add a word or two to the splendid response made by Vice-President Rountree to the wonderful welcome that has been and is being accorded us. When I selected Vice-President Rountree to respond to the addresses of welcome, I knew of his eloquence, and knew that he would, in his response, voice the sentiment of us all, and would do it perhaps better than anyone else could, and yet I cannot refrain from adding a few words of thanks to our neighbors of California for the delightful program of entertainment they provided for us during our stay with them, and for the most cordial welcome they have given us from the time we crossed the State line.

Coming from the top-most State in the Union, and from the State within whose borders the National Government has just established a new National Park, destined to outclass Switzerland, and equal Yosemite or Yellowstone National Parks, I want to thank the newspaper men who visited Estes Park, now called Rocky Mountain National Park, two years ago as members of this Association for the page after page of splendid write-ups given all of Colorado, and especially do I want to thank you for the articles about the beauties of Estes Park, for I know those articles helped us convince the National Government that this spot, one of the most beautiful in all the world, should be set aside as a playground. Knowing what you did for us, I want to urge you to do as much for California this year as you did for Colorado two years ago, and for Texas last year.

Now, to our California friends: I want to especially thank Mr. Richardson, President California Press Association; Mr. Palmer, President of the Southern California Press Association; Mr. Van Ettisch, President of the Los Angeles Press Club; the Convention Committee of the Los Angeles Chamber of Commerce; Mr. Rose, the Mayor of Los Angeles; Governor Hiram Johnson; Prof. Bliven of the School of Journalism of the University of Southern California, and Mr. Baumgartner, of Santa Ana, a member of the National Council of this organization, for the earnestness and zeal with which they have worked to see that everyone of our party have a good time, and thoroughly enjoy the trip and the stay in this city. I am not a stranger to California hospitality; it is well known and appreciated. It is twenty-three years since California presented the seventh president of this Association, Mr. W. S. Cappellar, with the beautiful and valuable gavel I am using in this convention. A few people may be here who were at Dutch Flat on May 28th, 1892, when the California miners demonstrated placer mining, both by panning and the hydraulic process, to the editors. Of course Father Herbert was there, but I am not sure who else, that is with us today, was at that meeting twenty-three years ago in San Francisco. President Cappellar, whom I learned to love a few years later, has passed to his reward, but the National Editorial Association is growing and is again in the "Golden State" holding its 30th annual convention. We treasure the beautiful gavel California mining men gave us twenty-three years ago; we treasure the memory of provision trips to California, and all the trips we have made with this Association, and feel sure that when we look back over the pages of life's history, we will remem-

ber with much pleasure this visit to Los Angeles and the State of California. As president of this Association, I thank you all for the most cordial welcome you have given us, and at this time cannot refrain from saying that, had I not objected, I think there would have been entertainment provided for every hour of the four days and nights we are in Los Angeles. This is, however, primarily a business meeting. There is much important work for this meeting to attend to, and I hope that each and every one of us will stick strictly to business during the hours that our program is being given, and then devote the balance of the time to seeing some of the beauties of this part of California, and enjoying ourselves in the many ways that our hosts have provided.

There will be in but one session of the convention today. When we adjourn, we will be the guests of the Los Angeles Press Club at a barbecue and moving picture show, that, if it is half as good as our hosts say it is, will be remembered long and pleasantly. That is, the men will be the guests of the Press Club, and the ladies will be the guests of the Women's Press Club of Los Angeles, and it has been whispered to me that their entertainment will be as good, if not better, than that provided for the men.

Now, fellow workers in the vineyard of journalism, I want to thank you for the honor you conferred upon me at the last meeting of this Association in selecting me for the highest office in your gift to bestow. I wanted this place because I thought I could help in the uplift of the country newspaper, and in doing that help all who are engaged in the newspaper business.

This is especially an age of newspaper influence, and every day that influence is growing. The newspaper man has in the past ten years taken his place more and more securely among the business man of the country. Our business is not any longer considered as a haphazard one that simply exists, but has advanced by leaps and bounds. Newspaper organization has done much to this end, and will do much more as the years roll along. This, as the pioneer association of newspaper men of America, has done its share in the development of all classes of newspapers, but particularly has it helped what is generally known as the country newspaper. And now no newspaper man who belongs to this Association, or to the many excellent State associations represented here, apologizes when stating his business, but, whether operating in the small hamlet or the larger city, holds his head erect and acknowledges no one as his superior. Journalism leads the van of progress. It is necessary, in order to advance any measure, to get some newspaper support, and herein lies considerable danger to the newspaper man. We must carefully look after the interests of the people, and not attempt to become bosses. In the years gone by, the political bosses used the newspapers to help their own ends, until the press revolted and led the people to adopt the primary law, the initiative and referendum, and the recall, and, by leading the intelligent voter, these instruments will become more and more powerful in the hands of the people and materially increase the power of the press, but must not be used to personal ends that are against the interests of the people, for the minute the people think the newspaper is becoming a boss, it will fall in popularity and influence. An independent press, that is trying to safeguard the people and upbuild the country, is the hope of the nation. The crisis in national affairs that this country has been passing through, occasioned by the wars and rumors of wars all about us, has demonstrated that in a time of necessity the press, almost to a unit, can be depended upon to stand by the right, and for the country's honor. The partisanship that at times was wont to abuse President Taft has naught but praise when this country was facing a critical situation along the Mexican border, just before he retired from the presidency, and in the same way the past two years, but particularly the past two months, almost every newspaper in the United States has been leading public opinion to the firm belief that President Wilson was doing the right thing in his negotiations with Germany as well as with the allies.

Since this Association met in this State twenty-three years ago, marvelous strides have been made in all lines of industry, but in no industry or profession has there been as great an advance as in the newspaper and printing business. The modern journal is a marvel. A few years ago the tendency was to yellow journalism, while today I think the trend is to more conservative conduct of the business. "All the news that's fit to print" is a much better motto for any newspaper, and particularly for the country newspaper, than the motto of a few papers, "Nothing is news except crime and scandal." This Association, being representative of all classes of newspapers and periodicals, has done a great work in its thirty years of existence, but has an opportunity to do a much greater work in the future. While the moral phase of the newspaper profession is most important, there are other features that cannot be overlooked. In a sense, the press is a public institution. It is found leading the opinion, and voicing the will of the people. It is loyal to them—it must be loyal to the people if it would succeed—but it has its business and financial interests that must be looked after. Publishers, while looking after the good of the general public, must first of all look after their own financial interests, for they cannot be of much benefit in a fight for the uplift of the state and nation if they are impoverished.

It may be that we have not gone forward as much the past year as your officers all hoped we would, but we certainly have advanced, and at any rate, you know that we have been actively on the job all the time. There are many important problems confronting the members of this Association all the time, but when I went into office fourteen months ago, I planned to help settle two of those problems to the advantage of the publisher, if such a thing were possible. While I have endeavored to meet all the problems as they came up, I have devoted more time and attention to these two. They are the establishing of a standard of advertising rates under the control of a committee of this Association, and the abolishing of the evil practice of the Federal Government in printing stamped envelopes for business concerns in competition with thousands of publishers in the smaller cities of the country. The advertising proposition, of course, is of more importance than the other, and has been the subject of deep consideration of this Association, as well as State associations, for many years. Much good has been accomplished in this line during the past ten years, for all of you who were in the newspaper business in the smaller cities remember that "Castoria" and Dr. Bucklen were in the habit of getting rates of from half a cent to one cent an inch in most of the country papers a few years ago, while Royal Baking Powder paid but little more, and always insisted that their advertisements have the

choicest position in the paper. This Association took a most decided step forward in the advertising matter when at Colorado Springs two years ago. After listening to two or three addresses on the subject, we appointed a committee to go thoroughly into this matter and report at the Houston meeting. On this committee were some newspaper men who had decided ideas on this subject, and had helped materially in their own sections of the country in raising the standard of advertising, and at the same time boosting the rates up to somewhere near the cost of production. This committee made a splendid report of progress at Houston, and was continued; that is, the members of the committee who had apparently done the work were continued, and others were put on the committee to take the places of those members who did not care to continue in the work. The committee, or those who were at the meeting in Houston, met and planned what would be done before leaving Texas, and I think have worked faithfully to accomplish the end sought. Whether the general disarrangement of business caused by the war was the cause of the failure of the results hoped for or not, I am unable to say, but I still am of the opinion that such an arrangement must be accomplished by this or some other organization before we reach the stage of advancement that we should. It may be, of course, that this work will have to be done by the State organizations, but it still seems to me that it can be done more economically by the National Association than by any other. I would like to see this meeting, or the men and women comprising this meeting, get together and arrange for an advertising bureau that will look especially after our interests. This Association must be a business organization to be a success, and keep in its membership the live wire business men who run the successful newspapers in the various states. We have oft-times been called an association of people who simply were out for a good time, and that we did not look after business as an association. I think that no man who has attended the meetings of the Association in recent years will say that, and while I believe in the entertainment features of our association, and believe we always get good financial results from our trips in the broader view we have of the country and in our intercourse with other people, I believe that the main object of the Association is to improve the business condition of its members, and if it fails to do this, it cannot remain as the one broad association of all the newspaper men of the United States. The big newspapers of the country have their association, and it is primarily a business association—an association that gets results for its members. The newspaper men of all classes are welcome here, and should be able to get results from this Association. The editor of the magazine, the metropolitan daily, the trade paper, the small weekly and the small daily, should all in our fold find his congenial home and business nursery.

Many of the State associations have been seriously considering this advertising question in the past few years. Nebraska has organized an association that is endeavoring to help all the publishers who want help not only on advertising, but in other matters. Iowa, last February, took a decided step forward, and if they succeed in raising sufficient revenue to put their plans into operation, as it looked to me they would, they will probably be the first State to organize along strictly efficient business lines. Colorado has done a great work in advancing the members of the State press; so has Texas and so have several other States, but I can not help thinking that the real efficient way to handle this matter is for this Association to do it. It will cost a considerable amount of money to do it right, but a permanent office should be established with a paid secretary and one or two good stenographers at some point, say Chicago, although, considering the affairs of the Association from all points of view, I am not sure but that Washington, D. C., is the place for headquarters. We then would have permanent legislative headquarters in the capital city, and I think the advertising business could be handled from there all right, although perhaps not quite as efficiently as from Chicago. Before this convention adjourns sine die, I want to see if we can not start the ball rolling that will not stop until a permanent office for the Association is established with a high-class secretary, who will devote his entire time to the affairs of the Association.

As to the other matter, the solution of which is a matter dear to my heart, the abolition of the Government monopoly of printing envelopes for large business concerns, we will have a complete report from the Secretary of the Legislative Committee of this Association, but I want to set you to thinking on the subject by saying that a better and more systematic fight was put up against this iniquity during the past fifteen months, on a very small outlay of money, than was made four years ago with an expenditure by the Typothetae, the envelope manufacturers, the stationers, and this Association, of fifty thousand dollars. This year, various newspaper men and associations paid into the hands of the Legislative Committee sums aggregating less than $250.00. The envelope manufacturers spent several hundred dollars on postage, stationery and traveling expenses, and expenses of Mr. Ploughe in Washington. The Typographical Union helped this time, and while I do not know how much this organization spent on this matter, I do know that in certain quarters they helped materially. To this should be added the untiring energy of Mr. Ploughe, who devoted the greater part of his time for several months, and who is so interested in the subject that he continued the fight, even after there was no money to pay his expenses, and today is not only out his time but several hundred dollars in expense actually paid out of his pocket. I was in Washington three times from December, 1913, to date, and on every occasion I found that many members of Congress were woefully ignorant of the subject, and that the Postoffice Department, like in all previous efforts to do away with this unjust competition, was using all the power it had to continue the practice. This was mainly done by heads of divisions, who make recommendations, and the department heads sign them without knowing definitely what about the subject—these old chief clerks that have been in the Department for all the years of this fight, and give the same excuses now that they prepared for the Postmaster-General when Wanamaker was in charge of the Postoffice Department. The ridiculousness of the claims of why the practice should be continued make a practical man laugh, one of the stock arguments made being that the practice is necessary to accommodate the farmers and small business and professional men in districts far removed from printing offices. As I pointed out in a letter to the Postmaster-General, that excuse might have been logical forty years ago, when the practice started, but he certainly knew it was not good now. The Postoffice Committees of both House and Senate seem to be under the domination of the bureau chiefs of the Postoffice Department, and the Legislative Com-

mittee decided that the best method of securing our desired end was by the adoption of an amendment to the general printing law for all departments, and had this law reached a final vote, I feel certain, from what I learned from members of Congress and senators, that our amendment would have been inserted in that law, but the deadlock on administration measures continued until it was so late in the session that nothing but appropriation bills could be passed. I hope this body will hold an executive session on legislative matters, and proceed to get busy again on the matter. There is no necessity of waiting four years again. My idea is that every newspaper man in the United States, who has a job plant in connection, should give a dollar or more to the cause, and we should make the fight ourselves, and with a strong committee on the ground in Washington, and with committees working in each State, we can carry the measure through as an amendment to the general printing bill at the next session of Congress.

The matter of postage rates on newspapers is another thing that our Legislative Committee should look after at every session of Congress. There is a growing sentiment that newspapers should pay a higher rate of postage than they have been paying. The theory of the second-class postage rates is that the newspapers are the greatest educational force in the country, and that every inducement should be given them for circulation. A revision of rate paid railroads for carrying mail is much more logical than to add a burden to a newspaper that is doing a great work for the upbuilding of the community in which it is located. This is a matter on which every member of this Association can help, and in which every member is interested. By all means provision should be made to have proper representation in Washington when Congress convenes. This committee should not be a committee that would attempt to use any undue or wrongful influence, but a committee that is thoroughly posted on what is needed, and that can reason with the members of committees that have these matters in hand. Let us decide at this meeting that from this hour this Association will not overlook any matter that will help the members of the Association and all newspaper men.

In arranging the program for this meeting, I have endeavored to make it thoroughly practical. I wrote to leading members of the Association, and asked for their suggestions for the program, and I do not believe I can be accused of extravagance in claiming that I have one of the most practical programs that any association of newspaper men ever took part in. I firmly believe that everyone here can get much more than the cash cost of his trip out of the practical suggestions that will be made by the able men and women who have given of their knowledge and experience to this convention.

I want to thank all who have helped to make this meeting the success I am sure it is going to be. The other officers of the Association have all done their part in the work of the year that is drawing to a close. The Executive Committee, the Legislative Committee and the Advertising Committee, have all spent much time and thought on the work in their hands, and have my sincere thanks for the work accomplished. Just as an illustration of the work done from my office, will say that since I returned from the Houston meeting, fourteen months ago, I have written 2,500 letters, have attended the meetings of six State Associations, several printers' associations; have been in Washington twice helping look after legislation, and in every possible way endeavored to advance the interests of this Association and its members.

I ask now that all of you endeavor to be on hand on time at all the sessions. Take the same interest in the program that you do in the entertainment features, and you will help yourselves as well as your officers in making a good showing.

* * *

THE COLLEGE GIRL AND THE NEWSPAPER

By Sagie Velle Fenton, Editor the Logansport Times, Logansport, Ind.

It is only in recent years that women have discovered that they can do other things besides spinning, clerking and teaching school, and so some of us are policemen, some of us are barbers, some of us are sextons, and some few of us are editors, and over in Europe there are even some of us in the trenches with bayonets and guns, but those of us are there because we are not known to be women. To be recognized as equal factors in the business of living has been a work of centuries, and we began our progress in the march of civilization with a bad handicap. As early as the third century the old Roman father, Tertullian, pronounced the anathema of the age, "Woman, thou are the gate of hell." By the fourteenth century we were still no better off, and the faculty of the University of Bologna refused us education, declaring, "Woman is the foundation of sin, the weapon of the devil, the cause of man's banishment from Paradise." In the fifteenth century Pope Innocent XVIII said woman was the enemy of friendship, an unavoidable punishment, a necessary evil, a natural temptation, a desirable affliction, a constantly flowing source of evil, a wicked work of nature covered with a shiny varnish, and since she was formed of a crooked rib, her nature was distorted and inclined towards sin rather than towards virtue. So said the pope, and in the following century, Martin Luther and John Calvin thought so, too—and at the present time the Mohammedan daily thanks God he is not a woman.

We were granted souls only after a long struggle; we were granted the right to be educated after a longer struggle. Property rights came only recently and franchise rights are on the way. It is only in the last century and only too in the United States that our status has been appreciably altered and we are taking our place side by side with men in the business world.

And women are coming into their own largely through the power of the press. The publicity the woman movement is receiving in the newspapers cannot be measured by the column inch or money. The men have helped us and now we are beginning to help ourselves through our contributions to the press and in newspapers of our own. It has been discovered that journalism is a field of green pastures for women, that here they can compete with men on an equal footing.

Though far the greatest number of wage-earning women are teachers, and women lawyers and doctors outnumber us, there are today 2,218 women journalists in our nation. The colleges are establishing courses in journalism for men and women, and the new president, Dr. McCracken, of my Alma Mater, conservative, dignified, scholastic Vassar College, has recently gone on record as advocating that women so desiring should be allowed to take their degree in journalism.

Towards realizing the ideal and ambition of my childhood of some day owning a newspaper, I took a course

in journalism or critical writing as it was called at Vassar. It was designed to teach us something about writing editorials and headings, feature stories and interviews, something about writing to space, the co-ordination and subordination of ideas, and of what it was designed to teach, I remember little more than the titles, but what it was not particularly designed to teach, I have found very practical. It is my college training that helps me, though I forget the rules for editorial writing, to bear with equanimity the pieing of the forms at press time; it is my training in experimental psychology that helps me understand my advertisers; I can figure my overhead expenses without my calculus, but something else I learned at college I cannot define helps me look the man who will not pay his subscription, look him in the face without the quiver of an eyelash, and "smile when things go dead wrong."

As far back as I can remember in the dim shadows of my childhood my one bright star of hope was for a newspaper. My parents thought a child should not be taught even its letters before it started to school, that nothing might be done wrong, and the teacher might have a fresh green sapling to train. But I learned to print the capitals from the names of the newspapers, The Chicago Record, The New York Voice, The Patriot Phalanx, and when I was five years old I issued a green cardboard sheet named after my father's paper, The Logansport Times. I made the column rules with a lead pencil, printed the news of the family and family cats and dogs, their births and deaths, printed advertisements which never were ordered, and was my own circulation manager and carrier boy. Favorite among my illustrated advertisements were, "O So Fat, exclamation point, How to Get Lean," and in the adjoining column, "O So Lean, exclamation point, How to Get Fat," but in the years since I have found with Portia, "I can easier teach twenty what were good to be done than to be one of the twenty to follow my own teaching." Those were golden days when everyone I knew took my paper.

As I grew my ambitions to run a paper lessened and I desired only to help my father in his office. To be better able to help him after I had graduated from college, I took the course in journalism at Vassar and tried my hand on the Poughkeepsie Sunday Courier, the paper on which Jean Webster, the author of "When Patty Went to College" and "Granddaddy Long Legs," began her literary career. Miss Webster says no matter whenever there is a scandal of any sort connected with any woman of any college, by the time it gets into print that college is Vassar. So to safeguard itself and thereby afford the students practical experience in newspaper work, a press bureau has been established to write Vassar news for any papers in any part of the country wishing it. On the Poughkeepsie Courier I earned my first three dollars for a newspaper article.

For a year after my graduation I helped my father on the paper; sometimes I was assistant editor, sometimes the devil that delivered the job-work. When my father was as old as I he was an ambitious young man working for a dollar a week on the paper he later owned. His ambition was to own the paper, and the paper and me he came into possession of almost simultaneously, "to have and to hold." He was the editor for twenty-four years. I had only been in the office a year when upon his sudden death, I found myself named in his will the owner and publisher of his paper. It seemed impossible to go on without my father to help me. My college training helped me, not to get the right word in the right place, a comma here, a semi-colon there, but helped me to bear the responsibility I felt. The feeling of responsibility is essential to greatest capacity and greatest achievement.

If college does anything for us it inculcates in us high ideals, and helps us to attain them. The college girl who has spent four years with the ancients, delving in their philosophy, their history, their literature, is almost bound to be an idealist. What can she do with her newspaper? She can set forth the ideals that the college has nurtured and fostered in her. She does not fight the fight of competition, there is no organized hostility towards her, no enmity of the press. Four hostile newspapers Napoleon declared are more to be feared than a thousand bayonets. But there is the helping hand instead. In my native state Indiana there are dozens of women journalists, many of them young women, many of them college women. And what are we working for? Principally for suffrage. It is the great state organizations, our Legislative Council of Indiana Women, our State Federation of Clubs, our Woman's Franchise League, our Women's Christian Temperance Union, that realize the inestimable value of the press, and seek to interest the press women in the course of suffrage that eastward takes its way. No more up-and-doing newspaper women will you find than in Indiana. We have organized a state Woman's Press Club, a thriving body entering upon its second year with club rooms in Indianapolis where we meet monthly. Our first president was Mrs. Moffett of Elwood, wife of A. D. Moffett, formerly president of the National Editorial Association. We are endeavoring that Indiana shall not be the forty-eighth suffrage state in the union. The college girl with a newspaper has a big work before her. This particular college girl besides waging war for suffrage has also taken up the cudgel laid down by her father, that of helping to annihilate the liquor traffic. To run a Prohibition paper in a whisky town keeps a woman editor very busy. The women of Indiana have learned this, that it is the brewers who have kept the ballot from them. It has been charged that the women if given the ballot will not abolish the liquor traffic. They have not in this fair state of California, where its "broad-breasted brethren," the mountains, tower up to meet the great sugar-bowl sky. The brewer believes no such fallacious argument that women with the ballot will not vote out the liquor traffic. He knows his death knell is sounded in the slogan, "Votes for Women," and that is why the brewery interests constitute the greatest enemy to woman suffrage. When any measure to give women the franchise is pending in any legislature, there you will find the brewer with both feet to stamp it out. The modern Belshazzar has seen the handwriting on the wall, and the hand that writes is that of a woman. He knows she is the house-cleaner; he knows what she will do when she is a municipal house-cleaner. When the mother knows that one million babies have died in this country since the dawn of the twentieth century because of the drink habit of their parents; when the mother knows that for the past five years we have registered the highest per capita consumption of alcoholic liquors in the history of the country, and in the same period the mortality among children under five years of age has increased one hundred forty-seven per cent; when the mother knows that one out of every five children born to drinking parents will be insane, one out of every three will be an epileptic; when the mother knows that three out of every four tubercular

children are so because of the drink habit of their parents; that out of one hundred babies born blind, sixty-eight are so because of drink; out of one hundred born feeble-minded, ninety-two are so from drink; when the mother knows these facts, what will she do? She will vote against the accursed liquor traffic, or we do not know the heart of a woman. And this is the message of the college girl with the newspaper, the message of the women, the women who want what is their own for the sake of humanity.

"The woman's cause is man's; they rise or fall together, dwarfed or godlike, bond or free."

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SCIENTIFIC NEWSPAPER MANAGEMENT

By Charles H. Prisk, Editor and Manager of Pasadena Star, Pasadena, Calif.

In actual practice, as I conceive it, "Scientific Newspaper Management" consists, in the main, of hard work performed systematically and intelligently. Adapting Herbert Spencer's graphic definition of science, it is "organized knowledge" used effectively. It has for its aim material success, yet it never loses sight of the ideal. It means the production of a newspaper successful in its quality of contents as well as in its methods of business—a newspaper meeting fully the requirements of the particular field and clientele it serves.

As is patent to every newspaper man, journalistic fields differ greatly. For example, conditions on the Atlantic Coast or in the Mississippi Valley may vary greatly as compared with the Pacific Coast field. Even different communities in the same state or section may differ widely in newspaper requirements. But wherever the locality or whatever the conditions, the publisher is his own best judge of the measure of success and what contributes to it. He knows from experience that the successful newspaper must be symmetrical and well-balanced in all departments; that it must be well-managed on both the business and editorial end; that all departments must be co-ordinated.

Knowing all this, the active head of the successful newspaper makes it a rule to be an exemplar for his employes. He holds himself as rigidly accountable for the proper discharge of his duties as he holds his staff. He realizes that the spirit and efficiency of his force determine the success or failure of his management. Accordingly, every employe is encouraged to speak frankly, as in his own home. This frankness begets friendly criticism. This freedom and candor of speech quickens interest and strengthens the paper.

It also serves to give the newspaper manager an intimate knowledge of every department—a knowledge essential for best results. This is not to say that the manager should be equipped for doing the work of any and all branches. But he should be sufficiently familiar with the whole detailed process of making a newspaper to recognize and appreciate good work in all departments.

Scientific newspaper management calls for an accounting system as well-perfected as that of a bank. This does not mean an involved, complicated system. On the contrary, practical simplicity is essential to attainment of best results. In working out this system, the operations of each department should be made to dovetail into and supplement the work of all other departments. The publisher should have reports submitted to him, in the most concise form possible, by the heads of departments. A little 4x6 card, for instance, may be utilized in showing cash receipts for the day, total cash receipts for the month to date, as well as disbursements for the day and cash in hand and in banks, together with earnings for the previous month. This exact record of earnings shows the publisher, at a glance, what the aggregate of his collections should be. In a word, it holds a mirror up to his business and reflects it back to him faithfully, in every essential aspect. This card also may give the record of advertising for the current day, properly classified, of the publisher's own paper, as well as his contemporary. Moreover, this daily report gives him his circulation status, increase or loss for the day, and if a loss the reason therefor.

In addition to this, through his circulation manager, the publisher should have an absolute check on delivery service. He should know, in a general way, the time the boys leave the office, also when they finish their deliveries. Whenever possible, the circulation manager or one of his assistants should receive the telephone "kicks" personally. This gives first-hand knowledge of any weakness of the delivery service. It also may suggest the remedy for defects. A daily report on stop orders, with reasons for discontinuances, is vitally useful. It enables the manager to feel the public pulse effectively.

The term "scientific" to some, may imply only cold-blooded, calculating method. But I believe that it should embody the warm-blooded ideal, the whole-hearted sentiment. For instance, I hold that scientific management may be exemplified by the manager by periodically indicating his appreciation of the support of subscribers and advertising patrons. Five years ago The Pasadena Star, taking this view, began to print the names of its subscribers in its Thanksgiving Day issue therewith expressing appreciative gratefulness for the patronage accorded the paper. These names later were printed in booklet form and a copy was presented each local advertiser. Both the subscriber and the advertiser thought well of the idea and, if I may be pardoned for saying so, it was a factor in establishing for The Star a reputation for truthfulness which today is among its greatest assets.

The newspaper, to a certain extent, must give the public what it wants, or fail. To ascertain just what the people want may be difficult. However, in every way possible, the manager should give his newspaper high moral tone, emphasizing the things that uplift and ennoble. Every man, no matter to what depths he may have fallen, respects sacred things, such as Bible teachings and the homely truths his mother impressed upon him in childhood. Books that have stood the test of time are those of high moral tone. The newspapers which live and thrive and which are really worth while are those of sound moral tenor.

The press of today, more than ever before, I believe, is saturated with the spirit of the Bible, the writings of Abraham Lincoln and the autobiography of Benjamin Franklin. I am frank to say these great books have influenced me greatly; in truth, they are the basis of The Pasadena Star's editorial and business policy. "Blessed are the peacemakers" has been in my mind vividly since childhood, while this beautiful sentiment from Lincoln, "So long as I have been here I have not willingly planted a thorn in any man's bosom," has abided with me throughout my newspaper career. This trenchant bit of anti-dogmatic wisdom from Franklin made a deep impression upon me: "I made it a rule to forbear all direct contradiction with the sentiments of others and all positive assertion of my own." You

will, I am sure, pardon the personal references, since the purpose of them is to give you my idea of what the general character of a newspaper should be. Above everything else, I believe it should be marked for its high ideals, for if it is true, as Wendell Phillips says—and I believe it is true—"that the millions have no literature, no school, and almost no pulpit but the press," newspaper publishers and editors face a tremendous moral responsibility. Fortunately, the trend of the press today is toward cleanness and accuracy. Scandal and exaggeration no longer pass for legitimate news. Saffronism is fading out of journalism.

Every publisher should be the severest, most exacting critic of his own paper. When others are generous enough to praise some of the good things they may have seen in the paper over whose destinies I preside, I am blinded to its imperfections. Errors which are inevitable in producing a newspaper, but which may escape the attention of others, stand out in glaring, regrettable boldness to me. A constant purpose on the part of the publisher and his staff to remedy defects, as they are discovered, is one of the processes of evolution that contributes to the success of a newspaper. When a publisher reaches a state of mind wherein he can see no imperfections in his own paper and finds nothing but defects in his contemporary, he is about ready to be welcomed by the herald angels.

The successful newspaper man minds his own business. He gives the other fellow the monopoly on the quarrel. He concentrates his energies and focuses his attention upon his own paper, rather than upon his competitor. He watches his contemporary only sufficiently to keep in touch with the progress, if any, that it is making, and to make certain that he himself is not falling behind in the competitive race.

Scientific management is being and I believe should be applied to the political complexion of newspapers. Publishers and editors are proceeding on the assumption that the welfare of the people, rather than the ambition of the politician, is the all-important consideration in politics. I believe that the party organ will become extinct within the next few years. Its influence is practically nil even now. The American people are thinking for themselves, and, as a result, narrowly partisan newspapers no longer appeal favorably to them.

The ideal newspaper, to my mind, is not one that sails before all winds. On the contrary, it is one that considers well its utterances before they are made and couches them in terms to carry conviction rather than to create antagonisms. Such a newspaper never needs to apologize today for what it said in a previous issue. The ideal newspaper maps out its course and adheres to it firmly and consistently, regardless of the taunts of those disagreeing with it. Knowing the port for which it is headed and persisting in its well-planned course, this type of newspaper usually makes safe landing.

Trade publications, containing the best thought of the newspaper world, are often a key to success.

The newspaper, like the individual, should be a good listener. The successful newspaperman "knows how, at a given moment, to arrest himself."

The systematic newspaper man is a prophet—he looks ahead. He pioneers the way. He knows his limitations. He also knows his power. He knows, too, that those who criticize him for his prudence in the midst of his struggle to succeed will pat him on the back and commend him for his cautiousness when he attains success.

In conclusion, permit me to summarize my ideal of a scientifically-managed newspaper:

Systematic, symmetrical, well-balanced conduct of all departments, under the vigilant eye of the alert manager; cleanliness, wholesomeness and instructiveness, yet withal human-interest quality of contents; conservation of energy in all departments—conservation of time, of material, of space and of resources; prudence in utterance—weighing, but not mincing words; independence in politics and matters of public policy; showing due appreciation of the loyal friendship and support of subscribers and advertising patrons; treating its employes as members of one big, loyal co-operative journalistic family; courteous and candid toward the public; fair and honest in business and editorial methods; persistently promoting the community in which it is published; clinging consistently to high ideals; ever making progress in all departments.

In a word, my conception of the ideal scientifically-managed newspaper is—

Best newspapermen's best work.

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CHICAGO, ILLINOIS, JULY, 1915

It is a well established fact in modern distribution or merchandizing, that advertising is a benefit to the consumer as well as to the manufacturer and merchant and, at the same time, helps the publisher to furnish the better newspaper at about one-third or one-fifth of the actual cost of production.

Advertising in this way is more than a threefold benefit by bringing the news of those articles that are needed or are profit-yielding, promptly to the attention of buyers who are in need of, or who will profit by, the purchase of the goods, appliances, implements or machines, and justifies or enables the manufacturer to plan on a large and economic scale and also to make large purchases and quick sales.

Advertising is not only the most speedy and economic salesmanship but the most effective for insuring quality of goods and the lowest prices that come through large and quick sales.

It is well that newspaper-makers and printers should fully understand and constantly urge these established principles of modern business or merchandizing. The best advertised articles are cheapest and of the highest quality, otherwise, sufficient sales could not be secured to justify and make profitable the continued large expenditures.

Honest advertising is not only the inspiration and motive force which makes trade grow and flourish, but "it is the great economizer." The progressive men in all lines who are making things move and who are attaining to worthy and profitable accomplishments, were found at the great advertising convention in Chicago.

The present world-war has taught how mutually dependent, in this age of quick and easy communication and rapid, safe transportation, every nation, all peoples, are upon each other. The war, at the same time, is causing a readjustment of trade relations and the times and conditions afford the opportunity for the American press to help along in such readjustment and understanding as will help to forward American interests and, at the same time, aid in securing of such relations as will insure permanency in commerce and tend, through mutual relations, toward permanent peace.

The movement for more amicable, profitable and enduring relations between the countries of North, Central and South America should receive every possible encouragement and aid. The industries of each country should be studied and conserved. Lasting friendships should be secured, founded on mutual understanding and the wise investment of capital and the liberal extension of credit and helpful encouragement and intelligent co-operation in the development of commerce, transportation facilities and all else wherein profitable production may be increased and made useful.

Increased production and interchange, on terms satisfactory and beneficial to all, are the foundations on which permanent good-will and helpfulness must be builded.

* * *

A convention of the Advertising Clubs of the World is a notable event for any city, and in a very important sense, for the Nation, with an influence that is reaching out into the whole civilized world. The convention in Chicago, in June, showed how broad and beneficent the influence of this great organization has become.

Business, including all the avocations of men, that mean service and necessary rewards for the support of life and all that is necessary to wholesome, helpful living, to proper pleasures and to mental, moral and physical upbuilding, safeguarding or conservation, must ever be the chief concern of mankind.

When all avocations, or businesses, are conducted along the lines of absolute truthfulness, which signifies honest efficiency and full service or return to every man, then the dreamed of Millennium or longed for golden age of righteousness, plenty and peace will not be far distant. Injustice, founded on untruthfulness, ignorance and narrow-minded selfishness, from which arise jealousy, envy, suspicion and hate, is the source of all human disputes, social and economical, and political wrongs, disputes, litigation, violence and war.

Advertising, in the broad sense, includes all representations made for or to secure exchange or employment. With absolute truth as the basis and helpful, prompt service and dealing as the practiced creed, there can be little left to be desired in the dealings of men.

All hail, then, to the Associated Advertising Clubs of the World, with its motto of "Truth." May its benign influence extend to every town, village, hamlet and countryside of the whole world.

* * *

A representative of a large manufacturing establishment declared before a meeting of the members of the newspaper department of the Congress of the A. A. C. of W.: "My remarks would not be at all complete if I did not point out clearly that we see a big distinction between various classes of newspapers for our use. We have found those with the best standing in the community—those that are known for truthfulness and reliability in every way—are the ones for us to use."

Truthfulness and reliability in every way are worth more than they cost, though they often require courage and a conscientious self-reliance.

* * *

The members of the Associated Advertising Clubs of the World, openly and unmistakably manifested a sentiment in favor of the movements being made for the abolishing of the sale of alcoholic drinks. This is entirely in accordance with their creed of truth, for alcohol is a liar and the truth is not to be found therein, for it holds the promises of benefits and pleasures that are entirely false. It promises good-fellowship, higher enjoyment and life, when it brings strife, countless woes, misery, weakness, poverty and death. Advertising the fraud is coming to be condemned by the leading newspapers all over this land of liberty—that does not mean a liberty on the part of a newspaper to wrong or defraud its readers.

* * *

The automobile business has shown a great increase during the late period of the financial depression. This increased business has come as the result of persistent advertising, yet too many readers and manufacturers have concluded that there is no business to be obtained and that under the conditions advertising is a waste.

* * *

IN AID OF THE PRINTER-SOLDIERS OF FRANCE

To the Editor:

M. Rene Billout, Secretary of the Association of the Master Printers of France, requests me to inform you that many responses were made to the appeal in your periodical for subscriptions to provide comfort kits for the printer soldiers of France and Belgium. The names of the subscribers have been printed in the Bulletin Officiel de Union Syndicale des Maitres Imprimeurs de France, and each has received an acknowledgment from a recipient of a comfort kit on a postcard specially provided by the National Committee in aid of the soldiers. One of these cards is put in each kit, stamped and addressed. Among the number of responses received direct from the deadly trenches, a few extracts will prove how much these little gifts are appreciated. Raymond Depienne, 42nd Regiment of Artillery, 9th Battery, now handling shells instead of types: "I am from Lille, a city now (April 19) occupied by the enemy, and am without news of my dear family since the beginning of October; it was therefore more than usually comforting to find that there are generous hearts to take the place of family. From your address I believe you are an American. We knew that there are legions of noble hearts in your great country, but I never dreamed to have the honor of being a beneficiary. Thanks with all my heart." Arthur Dumery, 84th Infantry, Co. 4: "It was with great pleasure mixed with agreeable surprise that I received your parcel. Words fail me to express my thanks for your gracious gift, and more for the pleasure of knowing that American comrade in typography has thought of me in these terrible days when millions of Frenchmen are sacrificing everything sacred and material in defense of France. Brother, whoever you are, I pray that your country may never meet the affliction which has come to my country, nor the task of repelling a terrible invader. Please receive, Monsieur, the expression of my heartfelt thanks." Surely, letters such as these are more ample return for a dollar kit.

The Association of the Master Printers of France (a splendid organization) in coöperation with the National Committee in aid of the soldiers, requests subscriptions for the purpose of distributing comfort kits to the printer-soldiers of France and Belgium. Each kit costs $1 and cheers a brother printer whose life or legs are in imminent danger. Five dollars will gain a greater return of blessings to the donor. Monsieur Billout suggests that the subscriptions would better be sent to the editors of printing trade periodicals. May I ask you to receive such as your readers send in the goodness of their hearts? America is conquering today in France and Belgium and Servia the hearts of those heroic nations by its magnificent benevolence. Every reader of your periodical is invited to aid in this great conquest by a fraternal gift to our brother printers, compositors, pressmen, process engravers, lithographers, and bookbinders, on the battlefields.

It is but a return for French aid in our War of Independence, made victorious chiefly by the aid of the money, ships and swords of Frenchmen. We should never forget how France welcomed and aided our great printer-plenipotentiary Franklin. That debt has never been sufficiently repaid. Let us square the account now when heroic France is in its greatest need, and Belgium a heap of ruins.

HENRY L. BULLEN.

Jersey City, June 9, 1915.

N. B.—The National Printer-Journalist will receive and remit subscriptions for the French printer-soldiers. Money should be sent us by Postoffice Order or in New York or Chicago Exchange.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass

SOME of the very best advertising that magazines do is that which only their readers see. Take such departments as "The Editor's Table of the American Magazine, for example.

True, only readers of the magazine see this real "Turn to" advertising. But how many a magazine reader is an occasional or a chance reader! No matter how good an issue may be, it is often a commendable policy to have that very magazine say how good it is, and is going to be, and thus that the occasional reader should be our old friend, "Constant Reader." We would never have heard of the immortal Jack Horner had he not told some one how good he was.

Do occasional readers of a magazine read such departments? Assuredly, when they are properly written. And the regular readers read them, too! It helps them to appreciate the magazine and its contributors. It helps them to talk about it to their friends, and there is no better advertising than this. Many a renewal is obtained through truthfully telling subscribers what a treat they have before them now, as well as exciting their interest in the good things to come.

I am talking about magazines; but the very same principle pertains to the newspaper, be it published in city or country. In fact, it applies more or less to all advertisers.

When I have been entitled to space next to reading matter in a magazine for a display advertisement, I have, when such space is available, sometimes chosen the page or the column next to the editor's or the publisher's talk about the magazine. The returns have justified the choice! Oh, yes, people read such stuff when it is well and interestingly written, and are influenced by it as they are by all good writing.

When I printed a little school magazine in my boyhood days I used to have a little advertising talk on the cover about the contents, and when I was editor-in-chief of a college paper I used to have across-page introductions above the articles, which were set two columns to a page. I hardly think I was the originator of these invitations to interest, but I do not know who gave me the idea. Perhaps Addison and Steele did the same with the Spectator, in which advertising was so pleasantly discussed. But I remember that the introductions were read, both with approval and the reverse. The editor who has helped me most—God Bless him!—did not think it good editing. Why, it wasn't editing at all, though I didn't realize it at the time. It was advertising.

When I introduced these ideas in a New York publication of general circulation, the advertising representative registered a kick—said advertisers did not like people who "blew their own horn." "Who take their own medicine," is the metaphor I employed in defending the practice. And Frank A. Munsey never made such a success as when he used reproductions of his handwriting on front cover pages of Munsey's Magazine to tell what bully good numbers they were; and he continued to make a success so long as his reproduced words retained the vigor of his announcement. And Mr. Hearst's magazine editors—or advertising men—have been telling you about how good the stories are before you read them, and tell it so well that you just have to read them!

Mr. Hearst, by the way, has made a very considerable success with all the publications he has founded or bought. His advertising space is valuable—so valuable that, being a student of advertising, he believes in using plenty of it himself. And his men make it interesting, too!

Some of the most successful local newspapers I know of employ similar methods—always keeping in mind the kind of matter about themselves that they know will interest their readers. They help the readers to become interested in the paper by showing that they are themselves interested in it.

I am a reader of the American Magazine, and it makes me feel good to know that a paper I have read for so long is being ever-

increasingly read by others. I am interested in advertising, as everybody is nowadays. I am interested in James A. Garfield, and anything that throws a light upon a side of this many-sided man hitherto unappreciated by the public that have read so much of the life of a president brought so close to the public's heart by the "deep damnation of his taking off." And I am interested in his sons, who have shown themselves men of force and power, despite the handicap of being the offspring of a famous man. And so I find the most interesting thing in all the May issue the following extract from "The Editor's Table":

* * *

President Garfield Understood the Law of Advertising

James R. Garfield, of Cleveland, son of the late President Garfield, told one of the editors of the American the following story about traveling in 1878 as a boy with his father, who was campaigning. One night, after a speech in Michigan, young Garfield said to his father: "Why do you repeat so much? Do you know that you said the same things tonight that you said this afternoon in Detroit?" General Garfield made this reply: "You happen to be an especially interested party and notice these repetitions. Others do not. I repeat the same statements deliberately in order that people may finally get them. Anything that I want an audience to get and remember I repeat several times—in somewhat different form perhaps, but the statement is the same.

"This practice I have developed out of my experience, which has shown me that people's attention is distracted in various ways and that a first or a second statement may not really get to them. You must insist on an idea or a fact if you want to get anywhere with it."

A statement is then made by the publishers concerning the fact that the American Magazine Family has been increased by more than 140,000 members since the change in the size two years ago. "We said all this last month," states the editor, or whoever writes The Editor's Table, "but some of you may have had your attention distracted by Cleveland Moffet, The Victor Talking Machine Co., Ida M. Tarbell, Gorham, James Montgomery Flagg, Ivory Soap, and others. So we say it again because it is extremely important and we want you to get and remember it."

Either Garfield, classics professor as he was, used "get" in the forceful sense of that forceful word that became common speech after his life was ended, or else his son translated his utterances into the modernest English, which is now used even by such purists as magazine editors.

It will be noted that James R. Garfield called his father's attention to his use of the same matter in addressing different audiences, but that the general laid emphasis on the importance of repetition to the same audience.

The editorials of the Hearst newspapers—which probably appeal to more people and classes of people than any other editorials—are largely repetitive, particularly on political points which the editors desire the public to "get." And it is particularly because of this that these editorials repay the careful study of both advertising men and newspaper writers.

A store ad of mine was once criticised because there was so much repetition in it. The proprietor of the store answered that had the critic been in the store on the morning of the sale, he would have noticed a repetition in the crowd, which was the largest in the history of the store. The visitors bought the advertised article, and being in the store, they bought many other things.

The advertiser who "went and took" Kipling's phraseology, giving it a twist of his own, made another striking phrase and added to the force of his repetition by writing, "Lest you forget, we say it yet."

When Robert Bonner was publisher of the New York Ledger before that paper had obtained its great success, he used a whole page of the New York Herald to repeat and continue to repeat, "Read the New York Ledger." Even such a student of publicity as his friend, Henry Ward Beecher, thought he was crazy, and begged him not to repeat such unprecedented advertising. But it paid, particularly on account of its defiance of precedent.

A few days afterwards, half a page of the Herald contained this line, repeated in exactly the same way: "Read Harper's Weekly." This got the goat (a figure of speech as old as Dryden's poems) of the publishers of that paper. The advertising department of the Herald were surprised, claiming that the ad had been paid for, presumably by Harper's Weekly. No wonder the Harper people, owners of the paper that was the acknowledged leader of the weekly field, were what the old balladists termed wood-wroth, or exceedingly angry. (Possibly, through the r's metathesis, that's how this calm and dispassionate critic got his surname.) No wonder they were frenzied at being made to appear to wabble in the wake of the whole-page super-dreadnaught of their audacious rival. They had a pretty shrewd guess as to who paid for that ad.

For many years after this episode, this particular kind of repetition was popular, particularly among Herald advertisers. Of course, it is not the kind of repetition that was advocated by Garfield, being but a device to attract

attention, and not the skillful presentation of facts in a rememberable form that marks the work of the modern ad-writer. But to this day the repetition of a phrase has advertising value even in a single advertisement. The idea is crude, and yet even the best advertisers use it occasionally, for man's mentality is still in the making, and such devices have not lost their appeal, even to the high-brow.

A few weeks ago the New York Herald had a column ad headed, "If you want to do business in Europe advertise in the European edition of the New York Herald." The advertisement had numerous display lines, and a panel with a nonpareil border telling "What European Readers Think of the Herald's European Edition." It was a column ad, but was repeated in each of the seven columns of the Herald page. The ad appeared in the Herald on a Sunday, but two days before the Boston Post had the same ad in each of the eight columns on one of its pages. The Post set it up very much like the Herald did, but the effect was more striking, because of the heavier borders around the panels. Probably no reader of either paper read the message eight times, but who will doubt that a good many read it once who might not have paused at a full page on which the advertisement was printed but one time?

I have wandered afield from the subject on which I began to write, being, however, inspired by the article in the American Magazine about itself and incidentally about repetition. I liked the piece about repetition and so introduced it by talking about, "The Editor's Table" and similar departments, wandered, and pretty nearly lost my way. The Saturday issues of the Hearst evening papers lately use a whole double-column on the editorial page to a discussion of what is in store for readers of the Hearst Sunday papers. I am showing the heading to one of these (see 1) the most of which is devoted to a "tender idyl" of Mr. Thomas E. Powers. Four inches below the heading is the part of the editorial that refers to this classic (or shall we say classy?) production which I have pasted over the introduction; which is a wise and witty rebuke to those whose think-tanks are full to overflowing with the Deep Stuff. (See 1 again.)

Quite a discourse and synopsis for a single Tom Powers series, eh, when all the other wonders of the Sunday paper had to be described in the rest of the column? And everybody who has ever seen one of his "Busted Romances" knows that the answer is "NO!" However, that ad led me to buy a Sunday American—something I had not done for a long while—led me to buy it at nine o'clock on Saturday night, too.

In order that you will not have the difficulty that attends the getting of the Hearst papers after, though not before, their date, I will say that the last picture in the series showed a colored maid giving the happy bridegroom a quarter, explaining that it was his daily allowance. Somehow, I was not satisfied, any more than the groom. Why? The pictures were as good as the average of Mr. Powers' work, which is unique and clever. I don't know; the editorial shouldn't and couldn't have misled me, but I kind of feel as if both it and the paper did. I am sore and know not why. I can't explain the psychology of it; maybe Prof. Walter Dill Scott can. What in thunder did I expect for my nickel?

(Editorial in the Hearst Evening Papers.)

A Little Nonsense Now and Then

Is Relished by the Suffragists as Well as by the Men—Hence, a Few Words Concerning the Tender Idyl Conceived by Mr. Thomas E. Powers, and Aptly Entitled "Busted Romances"—Together with Some Well-Chosen Remarks in More Serious Vein, on the Subject of the Monthly Magazine which Is Distributed Free with the Sunday American

[illegible] a bad lot,
divorce, and what-not. Everybody, almost, appears [illegible] ing Deep Stuff.

Verily, brethren, "what shadows we are, and what shadows we pursue!"

Wherefore we have Mr. Thomas E. Powers, the famous cartoonist, to draw pictures once a week or thereabouts for the Sunday American, furnish laughter for a month ,and make all New England one vast substantial smile.

In tomorrow's Sunday American, Mr. Powers offers another "Busted Romance," picturing the thrilling story of Percy Pickles, the callow youth who resolved to marry a bunch of money.

1.—At a party one night he met a wealthy widow.
2.—He taught her the latest tango steps.
3.—And one evening when the moon was full he asked her to marry him and she did.
4.—After the wedding, Mr. Powers wants to know, did his wealthy spouse make Percy a present of a million dollars?
5.—And did he buy himself a $5,000 auto to take his friends joy-riding?
6.—And did he go to a swell tailor and get fitted for 100 suits of glad rags?
7.—And was he elected to all the swell clubs in the city?
8.—And did his rich wife buy him a hydroplane?
9.—And did she also buy him a string of race horses?

The answer—ah! the answer—will be found exclusively tomorrow in the Sunday American; and, receive it from one who has your best interests at heart, "Busted Romances" is worth driving twelve miles for, in the rain.

Tomorrow being the first Sunday of the month every

No. 1

✧ ✧

A Farthing Newspaper of 197 Years Ago

"There is nothing new under the sun" is an older if not a truer phrase than "If you see it in the Sun, it's so." This (2) is the way in which a London newspaper used its own columns to advertise its "Great News" so far ago as 1718. We think of the penny paper as a modern contribution to the low cost of living,

but here was a paper that sold for a farthing nearly two hundred years ago. Presumably the picture gives a fair idea of the "newsies" of the period.

No. 2

The Farthing-Post was evidently one of those papers that Robert Walpole subsidized and protected, for in the Gentleman's Magazine of about that date there is a very bitter attack on this paper. Presumably this was because it was published and sold without having paid the stamp duty imposed by the English Government, which was one of the reasons for the low price of this one-sheet newspaper.

✧ ✧

"Printing as It Was Done 121 Years Ago" and Now

Arthur E. Cook, of Boston, has no show window, as his shop is on an upper floor, but his high show-case outside of the building containing his office attracts much attention, the specimens of good printing there shown being frequently changed. When Joe Knowles had his thrilling adventures leading the life of a primeval man in the Maine woods for the Boston Post, Mr. Cook had an exhibit which is still remembered and commended. It showed drawings made in the woods by the artist-woodsmen for Mr. Cook by means of Mother Nature's crudest materials taken direct from her hands, on the parchment of the Indians, the bark of the paper birch. Letters from Mr. Knowles to Mr. Cook were also displayed, and the printer called the passer's attention by means of several beautiful specimens to how well he could print on birch bark.

Lately Mr. Cook showed in his showcase a copy of the Boston Universal Advertiser of 1784, with a card reading, "Printing as It Was Done 121 Years Ago." Other specimens were exhibited about the placard, "As Cook Does It Today." Evidently no invidious comparisons between the work of the eighteenth and the twentiteh century were meant to be made. The printing of the early days of the nation was good of its kind, but there was certainly more of a universal advertising touch about the good printing done by Cook than about the typography of the Universal Advertiser.

A Transcendent Trance-Ender

This card (3) illustrates a cheerful funeral. A cheerful funeral is one that is not going to take place. Surely, never was the direct command more forcefully used in advertising. The words, "Write to Glenn B. Henderson," etc., are red, there is a buff tint to the roadway, and a tinge of the hopeful mourning color, purple, over the background. The job is a very good combination of picture, lettering and type. The underscoring under the word, "Why," looks too much like a lead sticking up, especially as high leads and spaces mar an otherwise beautiful job. Why not have brought out the word "Why" in some other way, say by printing it in the Post Old Style? The card has the holler all right. Let us trust it woke those who needed waking.

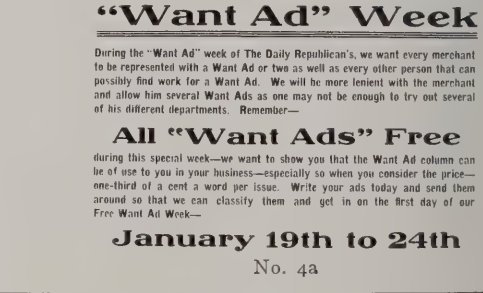
Write to GLENN B. HENDERSON and reserve hotel accommodations
Railroad Rates by the Certificate Plan
STOP!
He only sleepeth
WHY does he sleep? You can find out if you will come to Southeastern Printers' Cost Congress at NASHVILLE, TENNESSEE, MAY 14, 15 and 16. We will there and then resurrect the sleeper.
KNOWLEDGE OF THE COST WILL DO THE WORK

No. 3

✧ ✧

Rushing Business in Rushville

Now and then it is good business for a paper to give, that it may receive. This (4a and b) is how the Rushville (Ind.) Republican started to make busines boom and its want ad department popular. On the other side of 4a was the wording, beautifully set and bordered, "Don't Suppose! Get busy and find out (Over)." 4b is the newspaper ad. It was an excellent idea to have these two differently worded ads with the same lines in display. Perhaps as the line '"Want Ad" Week' was triply underlined, it would have given a better finish to the job to have had the other two


"Want Ad" Week

During the "Want Ad" week of The Daily Republican's, we want every merchant to be represented with a Want Ad or two as well as every other person that can possibly find work for a Want Ad. We will be more lenient with the merchant and allow him several Want Ads as one may not be enough to try out several of his different departments. Remember—

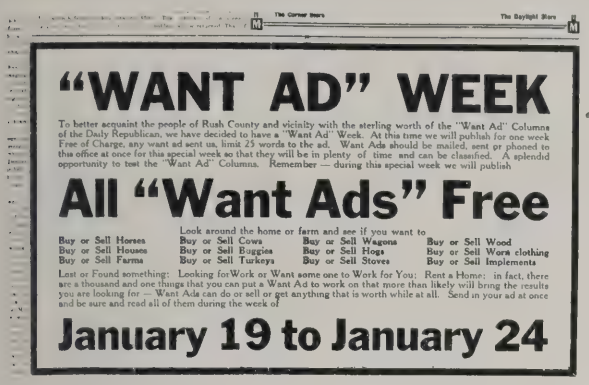
All "Want Ads" Free

during this special week—we want to show you that the Want Ad column can be of use to you in your business—especially so when you consider the price—one-third of a cent a word per issue. Write your ads today and send them around so that we can classify them and get in on the first day of our Free Want Ad Week—

January 19th to 24th

No. 4a

lines once underscored. And it was a pity about that wrong-font "1" in the very strongly displayed newspaper advertisement. I believe


"WANT AD" WEEK
To better acquaint the people of Rush County and vicinity with the sterling worth of the "Want Ad" Columns of the Daily Republican, we have decided to have a "Want Ad" Week. At this time we will publish for one week Free of Charge, any want ad sent us, limit 25 words to the ad. Want Ads should be mailed, sent or phoned to this office at once for this special week so that they will be in plenty of time and can be classified. A splendid opportunity to test the "Want Ad" Columns. Remember — during this special week we will publish
All "Want Ads" Free
Look around the home or farm and see if you want to
Buy or Sell Horses
Buy or Sell Houses
Buy or Sell Farms
Buy or Sell Cows
Buy or Sell Buggies
Buy or Sell Turkeys
Buy or Sell Wagons
Buy or Sell Hogs
Buy or Sell Stoves
Buy or Sell Wood
Buy or Sell Work clothing
Buy or Sell Implements
Lost or Found something: Looking for Work or Want some one to Work for You; Rent a Home; in fact, there are a thousand and one things that you can put a Want Ad to work on that more than likely will bring the results you are looking for — Want Ads can do or sell or get anything that is worth while at all. Send in your ad at once and be sure and read all of them during the week of
January 19 to January 24

No. 4b

the scheme paid, and will pay, and will start business to rushing in slow times.

✧ ✧

A Printer Who is a Coming Artist

G. Wallschleger, of Albany, N. Y., does not claim to be a finished artist, and sends me one of his first attempts at drawing and lettering, which I reproduce as 5. It would be a most

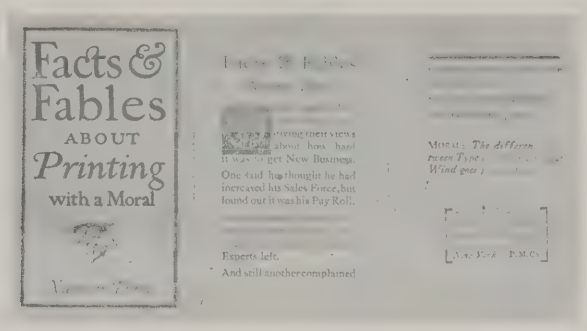
No. 5

difficult job for the most experienced letterer, and much of the lettering is perfect, so I would not be surprised that the next job he sends me should be entirely so. The o in No. is a little wrong-fontish—don't you think so?—and I do not see why a printer should have placed a period after "Feb. 6." instead of a comma, and the 6 is altogether too large. It would have been much better to spell out the word "February." But there is something very pleasing about the job as a whole. The representation of the press might not come up to all the specifications of a master mechanic, but as an example of impressionism of a strong instead of a misty order, it is Art.

✧ ✧

A Wee Booklet

I believe that Edmund Burke, in his Essay on the Sublime and Beautiful, stated that one of the essentials of Beauty is smallness of size. That lets me out. But after so many "booklets" that do not seem at all entitled to the diminutive syllable, what a thing of joy is a real little book of the booklet breed! The Paper Mills Company of Chicago so liked a series of booklets issued by the Blanchard Press of New York on their mellocated (oh, word mellifluous!) book 25x38—80 gray, that they republished it. The size of the pages is



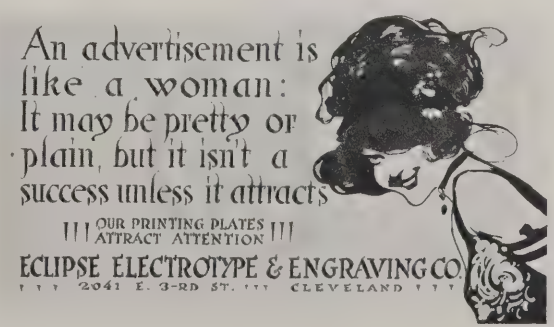
No. 6a No. 6b No. 6c

$3\frac{9}{16}$x$2\frac{1}{8}$ inches. There is a refinement about the dull finish paper in combination with the subdued tones of the brown and gray inks. Three pages of the booklet are shown. 6a has the rule border and the ornament brown with the brown of spring foliage. The initial of 6b and the rule of 6c are orange. The booklet has eight pages; there is a dainty ad of the P. M. papers on the last of the eight pages.

✧ ✧

The Eclipse Girl

There is some class about this card (7), isn't there? Age cannot wither, or custom stale, or even change of style dessicate this young woman. For she is bound to be "style all the while, all the while." There is an attraction

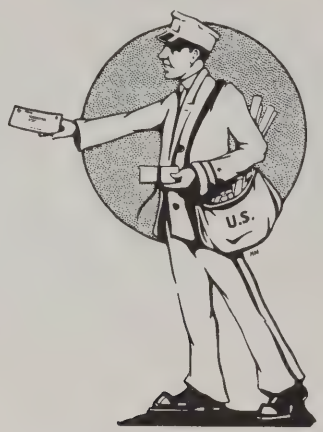

An advertisement is like a woman: It may be pretty or plain, but it isn't a success unless it attracts
!!! OUR PRINTING PLATES ATTRACT ATTENTION !!!
ECLIPSE ELECTROTYPE & ENGRAVING CO.
2041 E. 3-RD ST. CLEVELAND

No. 7

about that lettering, too. Both sides of this card are the same! Here is a repetition that does not pall. Come again, Electra, and bring your smile, but let us see how pretty you are when you pout. But even your smiling must be of "infinite variety."

Thank You for Both Book and Slip

Here is the slip (8) slipped into a copy of the Handbook and Directory of New England Advertisers donated by the Estabrook Press. A valuable gift from a printshop that believes in New England, and in New England advertising. The typography looks easy—almost careless, without being so—but its very free-



THIS HANDBOOK

AND DIRECTORY
FOR NEW ENGLAND
ADVERTISERS IS
MAILED YOU WITH
THE COMPLIMENTS
OF THE PUBLISHERS

The Estabrook Press

Printers to Advertisers

BOSTON, MASSACHUSETTS

Designers and Printers Offering
A Special Advertising Service

Promoters of
"New England Quality
Made in America

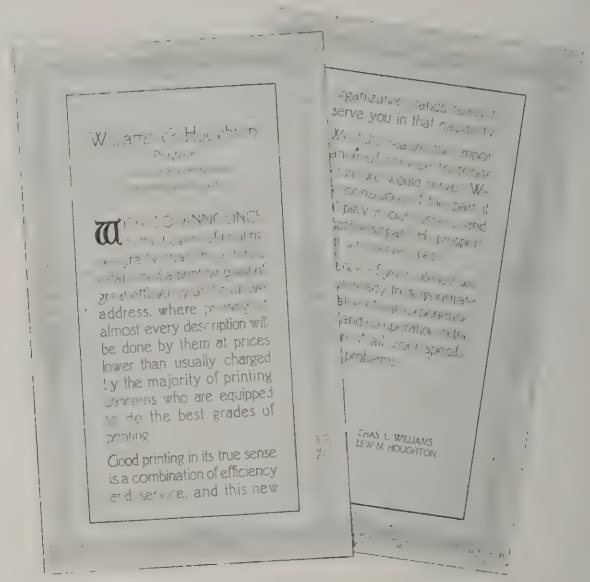
No. 8

dom gives it charm. The stipple effect, the buttons on the postman's coat, and all the type matter except the rules and the line, "Printers to Advertisers" are orange; the remainder is black. The Estabrook Press should please the Advertisers.

✧ ✧

A Camelot Job

I suppose that it is about fifteen years since the American Type Founders Company first produced the Camelot face. I feel very friendly toward it whenever I come across it, possibly because the book that showed the face was full of Mallory's Morte d'Arthur and Tennyson's Idylls of the King. It is a right knightly letter, and is not too fancy, which is the trouble with many faces that resemble it somewhat. The over-fancy are doomed to be passing fancies, while this is ever-passing fayre. This job (9a and b) is a folder on light stock



No. 9a No. 9b

that harmonizes beautifully with the yellowish brown of the outer border, the gold of the rule border, the dark brown of the Camelot, and the gold and brown of the initial. Camelot seems still to suit jobs like this, and it is still great for poetry in its combination of delicacy and strength.

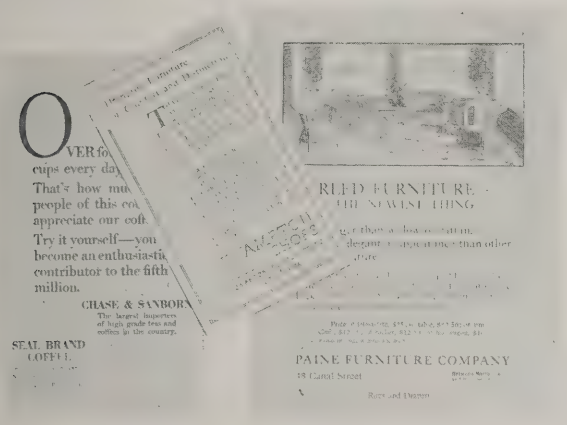
How strongly—yet withal how modestly—stand forth the names at the end!

✧ ✧

Fishing Again—Say, Don't You Suppose Ike Walton was a Printer as Well as a Writer?

Probably there is no other printing establishment in the world which produces such elaborate and expensive announcements of such functions as the annual fishing party of its employes as the Robert L. Stillson Company, New York. I presume that the folders, etc., with which this yearly event is announced are not merely intended for the employes' perusal, or as samples of good printing which will have a direct publicity value through being shown by the employes to their friends. Possibly the chief object is to make the public take an interest not only in the good work the Stillson people do for the Stillson people, and are ready and willing to do for others for a sufficient consideration, but also to make them interested in the employes themselves, and in everything that pertains to the shop. This is exceptionally good publicity where it can be done properly. It is what made the fortune of the Roycroft community.

I have before me a work of art from the New York shop which announces, in red and violet and green and gold and photo-brown, that "the Printers therefrom, will assemble on the schooner 'Amphion,' at Bergen Beach, at 6 A. M. sharp," on a certain date, "equipped with hook, line and sinkers, and otherwise prepared to take fish and other things." There's a bottle-green cover to the folder; and a panel thereon contains the words in gold, "We are Always Fishing [here a rule and a large ornament] For Business"—but the sentence is not ended here. You turn the folder over to open it, as it has a flap like that of a pocket-book, held by two bars. Between the bars you read



Examples of Good Ad Construction

on the flap the word "But." And when you pull out the flap, you find that beneath it was the word "On." You're getting On. Open the folder and a page and a three-quarter page of pebbled stock gives a view of the ocean, the date of the event, and a representation of the work-mark of the firm, the sentence thus completed winding up with the words, "Will Fish."

Turn back the three-quarter page, and you still see the fish, but now you see him at the end a line, which a happy man in the stern of a vessel is holding for dear life. His next neighbor is so excited that his pipe is dropping, but a man behind HIM is so interested in the contents of a bottle that the situation is lost on him.

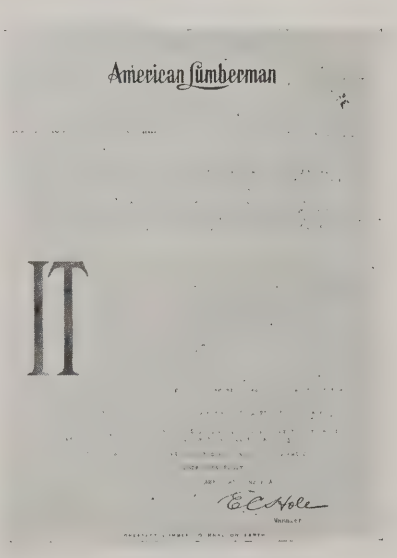
Now, put back that page, and revel in the full glory of the rest of the folder, a glimpse of the decorative part of which you have already observed. There is much pale green decoration—a whole school of fish. There's a halftone of "the Shop that will Close" on the glorious day. "At all other times [surely not Christmas or the Fourth of July?] it is open to do Good Printing." "Good Printing" is a homely, substantial phrase, and well justified by the work in sight.

To interest the public not only in the work you do, but in you, the doers thereof, and in your place, the place where it is done—that is the apparent aim of several printer-advertisers. And if you have an interesting place and an interesting personnel, it is publicity of a particularly high order.

Would book-lovers so greatly value the possession of a book printed by the Roycroft Shop if they did not know considerable about that shop and those who made it? I see that a London paper claims that Elbert Hubbard was the greatest advertising man that ever lived, and says it, unlike some American writers, with the respect that is now being accorded in some quarters to advertising men.

Yes, this kind of advertising—if present and prospective customers DO receive a copy of the announcement—is good advertising. The recipient does not, in such a case, feel sore at not having received an invitation, but has the cockles and muscles of his heart warmed by his sympathy with Good Workers out for a Good Time.

Probably the Stillson people go a-fishing for cod, and not for trout, as C. E. Knowles, the



A Good Subscription-Getter

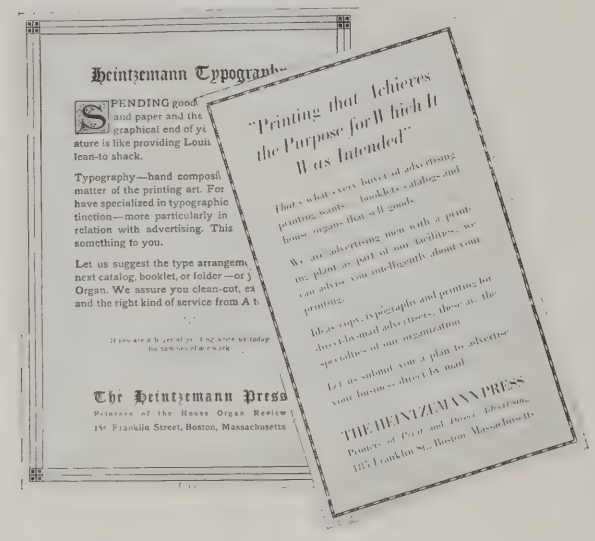
printer of Main Street, Galt, Ont., probably does. Izaak Walton copied after the language of the book of Job when he said, "Canst thou picture the coloring of a rainbow trout?" But no propounder of questions he did not expect to have answered affirmatively would phase Mr. Knowles as to the colors of even that vivid beauty. The three-color and black printing on the blotter is the best printed representation of a rainbow trout I ever saw. Mr. Knowles must be some relation to Artist Joe Knowles. Anyway, he has seen trout. By

the way, if Job had gone fishing, he might not have been troubled with boils.

✧ ✧

"Publishers' Candor"—F. P. A.

A well-known publishing house in New York has sent out a circular letter which has a paragraph that appears rather rough on the genial magazine editor, magazine writer and prose


Heintzemann Typograph
SPENDING good
and paper and the
graphical end of ye
ature is like providing Louis
lean-to shack.
Typography—hand composi
matter of the printing art. For
have specialized in typographic
tinction—more particularly in
relation with advertising. This
something to you.
Let us suggest the type arrangem
next catalog, booklet, or folder—or
Organ. We assure you clean-cut, ex
and the right kind of service from A t
The Heintzemann Press
Printers of the House Organ Review
150 Franklin Street, Boston, Massachusetts
"Printing that Achieves the Purpose for Which It was Intended"
THE HEINTZEMANN PRESS
Printers of Price and Power Literature
150 Franklin St., Boston, Massachusetts

Specimens of the Beautiful in Typography

poet who wrote, "I am the Printing Press":

The first little sketch in "Who's Cobb and Why?" is one by R. H. Davis; which was sent to literary editions a couple of years ago; but all the rest of the Cobb booklet is quite new and amusing as well as authoritative."

✧ ✧

Historical Notes—Score One for the Anti-Saloon League

The following brewery advertisement recently appeared in the Newark (N. J.) Evening News:

Alexander the Great drank beer and conquered the world before he was 32. Perhaps he could have done it sooner if he had not drunk beer; but you'd better take no chances.

FEIGENSPAN.

This was quickly followed by another ad in the same paper, which gave later advices and the same advice:

Alexander the Great died in a drunken debauch at the age of 33. You'd better take no chances.

ANTI-SALOON LEAGUE OF NEW JERSEY.

✧ ✧

Well, Let's Live Up to Them, and be Happy

Even such a dignified publication as Country Life in America sometimes advertises itself on its cover. But it does so in a way that is not simply advertising; it is literature. E. g.:

"This magazine ought to be prohibited by law!" said a well-known man recently.

"It consistently flaunts before us our highest ideals!"

✧ ✧

A Reminder to the Vacationist

There is something about this ad (10) from the Boston Post that would, I think, appeal to Mr. Man-in-a-Hurry as he was getting ready to go on his vacation, and maybe to his wife as well. The smoke and the steam say: (Well, you see at a glance what they say).

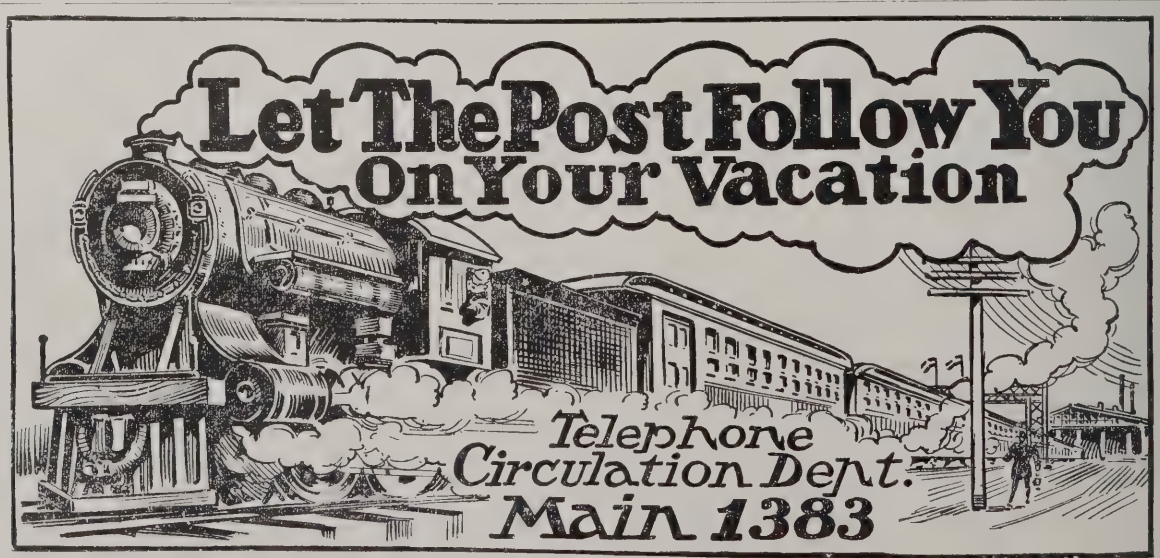
✕ ✕ ✕

A BIG TWO DOLLARS' WORTH

Winnebago, Minn., June 17, 1915.

Gentlemen:—Am herewith enclosing check for $2.00 for subscription to National Printer-Journalist. It is a big $2.00 worth you are giving your readers.

Yours truly,
F. E. HADLEY,
Enterprise Publishing Co.



No. 10

PRINTING SHOW AT COLISEUM VISITED BY MANY

THE Third National Printing and Allied Trades Exposition held this year at the Coliseum, Chicago, June 19-26, was visited by many printers, publishers and advertising men.

The show itself, though not so large as the first two held in New York, was appreciated by hundreds of those engaged in the Graphic Arts, who had never seen exhibits of machinery and supplies in so large a number.

The new devices and machinery won deserved attention. The interest in operating exhibits was greatest. Wherever a machine operated by machinery or by hand was on display there were always groups of observers eager to learn, some of them ready to invest.

The display by the Queen City Printing Ink Company of their dual attachment of discs for platen presses had as much attention as any of the exhibits and the satisfaction expressed by the visitors was general.

The Universal Pressure Quoins, also exhibited by the Queen City Company, had many admirers, and orders for a quantity of the quoins were placed. The demonstrator was able to show that the use of two of the full length quoins, only, was necessary to lock up a form otherwise requiring from six to ten small quoins. He claimed that by the use of the two quoins a tremendous pressure was distributed throughout the chase, wherever required, at a great saving of time, nerves and energy.

The Miller Saw Trimmer Company's practical demonstration of the wonderful possibilities of automatic feeding devices was surrounded by spectators most of the time, and the man who answered questions was kept busy while the machine rambled right along, turning out impressions by the thousand, hour after hour.

Folding machinery of every description was displayed by a number of exhibitors. The machine shown by A. W. Hall Company and C. F. Anderson Company interested many of the visitors as did also those of the Dexter Folder Company and the American Folding Machine Company.

The Dexter Company also showed the Hennigen book sewing machine and the Kast Gang stitcher, both of which were watched in their operations by the sightseers.

Two new presses were also shown in operation, the Stokes & Smith Co., with a machine similar to the Harris, and the Osterlind Printing Press & Manufacturing Co.'s machine, which is an oscillating cylinder press, resembling in appearance the Kelly press and the Autopress.

H. B. Rouse & Co. had an attractive exhibit showing composing sticks, mitering machines and the many other devices which this sterling company manufactures. Mr. H. B. Rouse was on hand to explain the merits of the manufactures with the invention of all of which he is to be chiefly credited.

Loring Coes & Company exhibited specimens of knives—and incidentally gave away their amusing "if you don't get what you want, kick for it" circulars.

The printing supply salesmen had a reception room where members of their enterprising club and their numerous friends made their headquarters. A booklet describing the purposes of the organization was given to everyone interested.

The National Scale Co.'s lifting trucks, which are having an extensive sale, were centers of interest. The Latham Machinery Co.'s booth, where the Latham automatic registering table was the particular attraction, won the interest of the "big fellows" in the calling. The Chas. Eneu Johnson Co., the ink manufacturers, exhibited a miniature ink mill, from which a stream of ink poured. The Lanston Monotype Machine Co., Harris Automatic Press Co., Peterson Linotyping Co., and the Regan Printing House had booths arranged in which to greet their friends, and many callers made their headquarters at them.

J. A. Richards of Albion, Michigan, was present as demonstrator of his machines. Mr. Richards curved steel rules for die cutting purposes with deftness and quick dispatch. Mr. Richards expressed his gratification with printing shows as they have given him the opportunity of demonstrating just what he had to sell to those whom he most desired to reach.

The James White Paper Company, The C. H. Dexter Company, the Paper Mills Company and others engaged in the manufacture and sale of paper had very artistic displays of the products, and their booths were the handsomest in the Exposition.

Baling presses, trucks, electric motors, perforating and numbering machines were shown by The Chicago Baler Company, Geo. P. Clark Company, Cline Electric Company and A. G. Burton & Sons Company, respectively.

The Writerpress, a new machine for printing imitation typewritten letters with the name and address filled in, all at one operation, at the rate of 1,000 an hour, was responsible for stopping many hundreds of business men who have been paying for the same kind of work to companies that have necessarily employed typists at an expense that was hardly warranted. Mr. W. L. McKay was the efficient salesman in charge.

Slocum, Avram and Slocum exhibited their productograph, a machine for electrically recording reports of the operation of machines and visualizing the actual conditions in the factory to the office manager.

Other exhibits, including those of the trade papers, were of greater or less merit and all deserved the close inspection of a larger number.

* * *

REORGANIZATION OF DENVER FIRM EFFECTED

The reorganization of the old firm of Williamson-Haffner Engraving Company of Denver has been effected. The new firm name is The Brock-Haffner Press.

Mr. Haffner of the old firm is still with the organization and the clever advertising man, F. D. Zimmerman, who has been away for two years and a half, is assistant to the general manager.

In a letter to the National Printer-Journalist, the information is conveyed that the outlook for the future, so far as this house is concerned, was never better and "with the organization effected as it has been, and with ample capital back of it, the future looks pleasing indeed to all connected with the work here."

An interesting little circular, "The Naked Truth" tells of the troubles through which the old firm labored and dwells upon the advantages of trading with the new organization.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

QUEEN CITY INK COMPANY OPENS EQUIPMENT DEPARTMENT

The Queen City Printing Ink Company has opened an Equipment Department to take care of the specialty business which has developed so rapidly following the placing of the Dual Print Attachment and the Universal Pressure Quoin upon the market.

The feasibility of the Dual Print Attachment was explained in last month's magazine in both the text and advertising pages.

Attention is now called to the practical utility of the new full length quoins for the invention and marketing of which the Queen City Company is responsible.

It is claimed, and without much fear of contradiction, that most printers do not fully appreciate the amount of time unnecessarily spent in locking up forms. The use of many small quoins requires time and is often a severe strain upon the workman's nervous energy, which reduces his efficient handling of other jobs.

The compositor or stoneman goes over each small quoin at least three times, the insertion of a correction multiplies the work necessary and then readjustments are often made by the pressman.

The claim is made that the number of lock-ups per day at average time consumed, plus cost per hour when multiplied by 300 working days costs many times the purchase price of full length quoins, which would overcome the difficulty to a very large extent.

Diagrams are shown in connection with the advertising of the quoins, which forcibly visualize the points made in the printed argument. Only two of the full length quoins are necessary, according to the vigorous statements, where formerly six or a dozen were considered essential.

The Universal Quoins permit the distribution of a tremendous pressure throughout the chase at the points required. The operation is possible through screw pressure, the mechanical adjustment is made at the end of the long quoins by turning a screw, accomplished by the use of a simple wrench which is inserted into holes in the screw head.

The bow in the chase or shrinkage in the furniture is automatically taken up in "shock absorber" style.

In a letter from Mr. E. H. Murdock, the President of the Company, the announcement is made that the Universal Quoin is a decided innovation. Printers had become so accustomed to the small quoins that they would have worked along for years on the same old principle of lock up.

Mr. Murdock says: "The novelty and usefulness of this article is very great, and hardly appreciated by any one until they go into the true merits of it. Such a tremendous pressure can be obtained, the printer has far greater confidence in the solidity of his lock-up, than he would merely on the same form locked with small quoins, and it is surely a great advantage to use only two quoins, which are locked at two points, as against innumerable small quoins, that have to be gone over many, many times, before they are locked to the satisfaction of either the pressman or the compositor."

"INTERTYPIT."

Manager Montgomery, of the Intertype Chicago Agency, contemplates issuing a monthly bulletin, the first copy of which is at hand. Past, present and future conditions are touched upon, and information afforded regarding recent orders.

Copy of "INTERTYPIT" and other literature can be secured by addressing the International Typesetting Machine Company, Rand McNally Building, Chicago, Illinois.

* * *

ENGRAVING HOUSE OPENS UP WORK ROOMS TO PRINTERS

The Eclipse Electrotype and Engraving Company of Cleveland, Ohio, has opened up its work rooms to printers of the city. The letter of invitation is cordial in tone and naively explains the "cause-why." The invitation reads:

We particularly suggest that you send your lock-up men to our electrotype foundry to learn how a form must be prepared for moulding that perfect results may always be the result. Our experience tells us that even the most experienced men can learn much when they see what a form has to go through.

Also your apprentices—for the knowledge that they will gain here will be of infinite value to them and to you.

There is absolutely no obligation, implied or otherwise, in accepting this invitation. Frankly, we have a direct interest in having you do so—and that is, that our engravings and our electrotypes may always be properly printed.

The entire plant is open as a sort of school of instruction, but obviously, in order that no one day may be devoted entirely to this feature, and to distribute it through the season, these visits must be by appointment. We shall be very glad to devote one or two hours, or even longer if necessary, to the practical instruction of the employes you send here, detailing one of our expert operators to personally demonstrate the knowledge we wish to impart.

We shall be glad to have your acceptance of this invitation, together with the names and occupations of those you contemplate sending. We will then advise you of the days and time for their visits.

* * *

ANOTHER BIG INTERTYPE RECORD

Nearly fifteen thousand ems of nonpariel in one hour! B. Franklin, Printer, must have dropped his golden harp in amazement when he heard of this record. Perhaps he stopped in the middle of a hymn to ponder for a moment upon the Past. He may have pictured himself in his little office in Philadelphia, laboriously assembling, one by one, the types that made up the forms for his hand press. No doubt he contrasted the picture with that of the modern machine which produces in a few minutes the composition which cost him hours of labor.

Walter Dennis is the latest operator "swift" to gain notoriety by his phenomenal speed at the key board. His most recent feat is a string of 14,568 ems, 6-point solid, 21 ems, set in one hour on a Model A. Intertype. This enormous output was not the result of a formal speed test, but was produced in the regular course of work in the trade composition plant of George Friou, Brooklyn, N. Y. Mr. Dennis likes the Intertype, because of its simplicity and extreme speed.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

POSTER STAMPS—The most convenient way of collecting poster art. We have a few copies of the "Poster Pack" containing many beautiful and rare specimens. 15 cents postpaid. STANDARD PUBLICITY SERVICE, 721 Perry Bldg., Philadelphia, Pa.

JMB
CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N. DAK.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

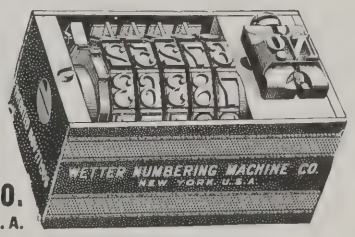
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. PRICES FROM $5.00 UP

No 12356
FACSIMILE IMPRESSION

BUY ONE NOW



Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

SERVING PRINTERS IS OUR BUSINESS

We will appreciate an opportunity to show how we are broadening our line and improving our service. Whether your wants be little or big, let us demonstrate what Keystone service means.

PHILADELPHIA NEW YORK BOSTON CHICAGO
DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

Keystone Type Foundry

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

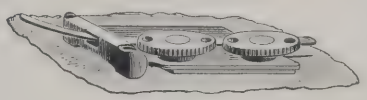
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

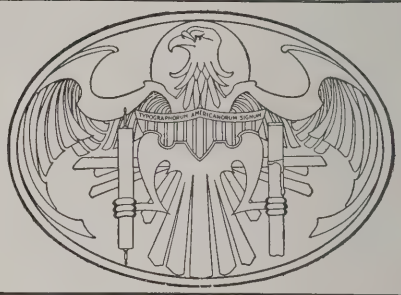
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

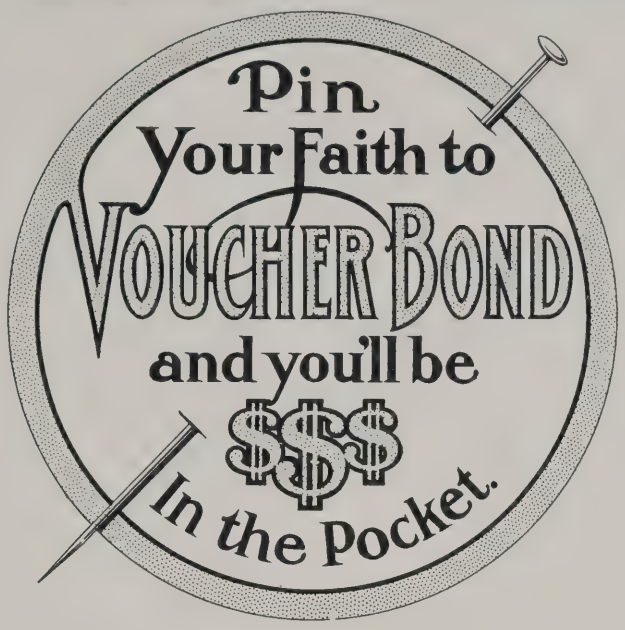
We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - - CHICAGO, ILL.



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Cavalier County Republican

Langdon, N. D., March 9, 1915

"Enclosed our check for first payment for the new press etc. The press (**JOHNSONIZED COTTRELL** Two-Revolution) thus far is acting beautifully, and we folded the entire edition of fifteen hundred last week with the Attached Omaha Folder and never spoiled a paper."

Kensal Journal

Kensal, N. D., April 21st., 1915

"Your machinist completed the work of installing the **JOHNSONIZED COTTRELL DRUM CYLINDER** and the first run was made without a hitch. I consider your machinist a very capable man and his services and work proved very satisfactory."

Gazette

Tioga, N. D., May 31st., 1915

"Your machinist is a very pleasant gentleman to have on the job when setting up a press, as he is thoroughly conversant with every part of a printing press and set the **JOHNSONIZED CAMPBELL** Two-Revolution up with neatness and dispatch, being always ready and willing to demonstrate anything not thoroughly understood by us."

Avoca Journal Herald

Avoca, Iowa, May 6th, 1915

"I consider I have one of the best newspaper and job presses on the market (**JOHNSONIZED OPTIMUS** Two-Revolution) and am more than pleased with the work done by your machinist when installing the press."

Jefferson Bee

Jefferson, Iowa, March 19, 1915

"We are more than pleased with our Rebuilt Cottrell Two-Revolution Press, and do not know how it could be any better if it were brand new.

The work of your erector is worthy of special commendation and the pains and time he took to prevent accident and to show our men all about the machine was very gratifying."

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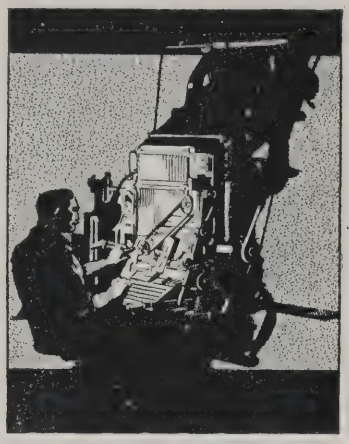

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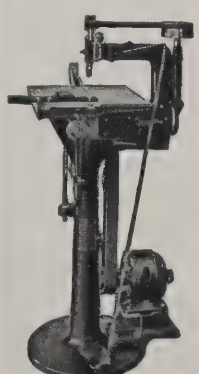

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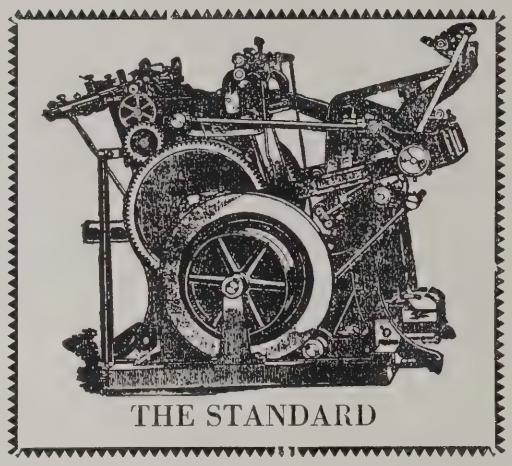

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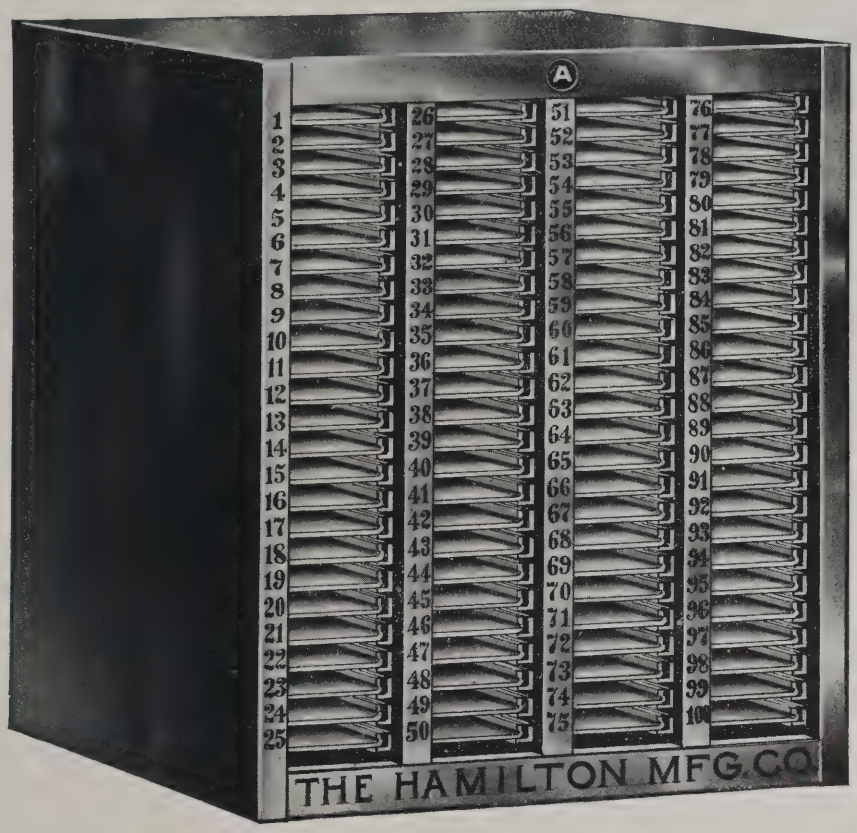

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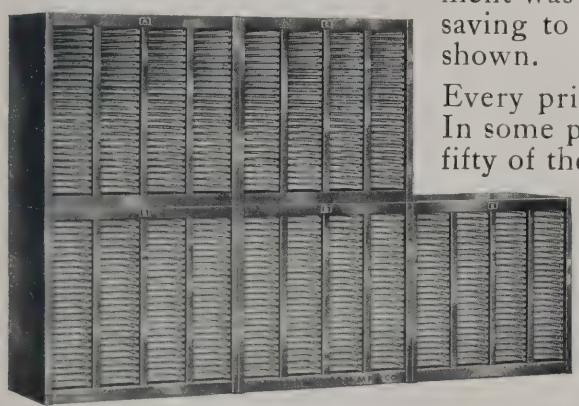

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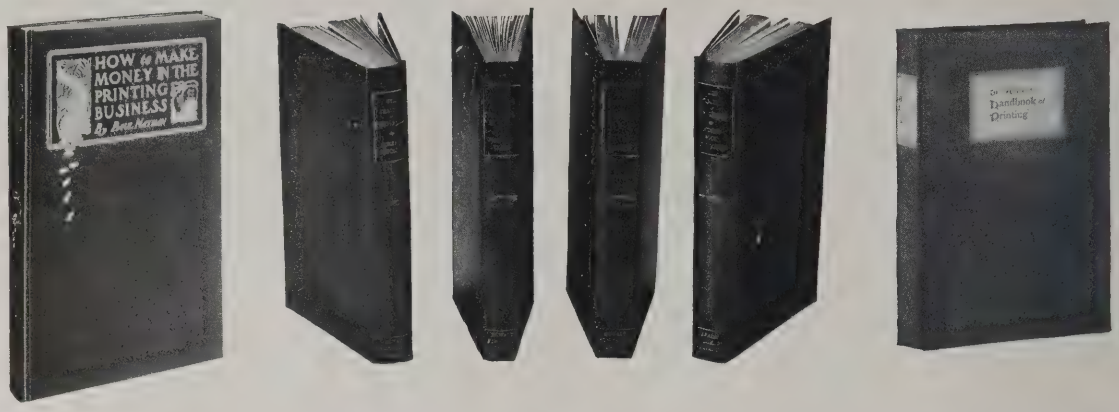

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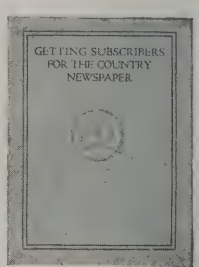

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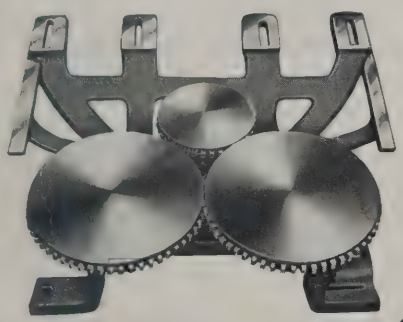

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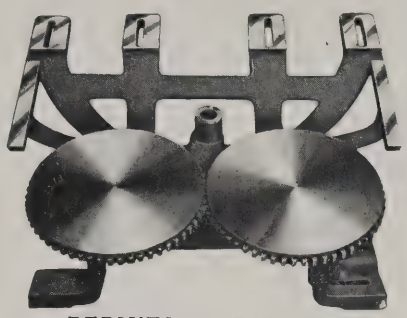

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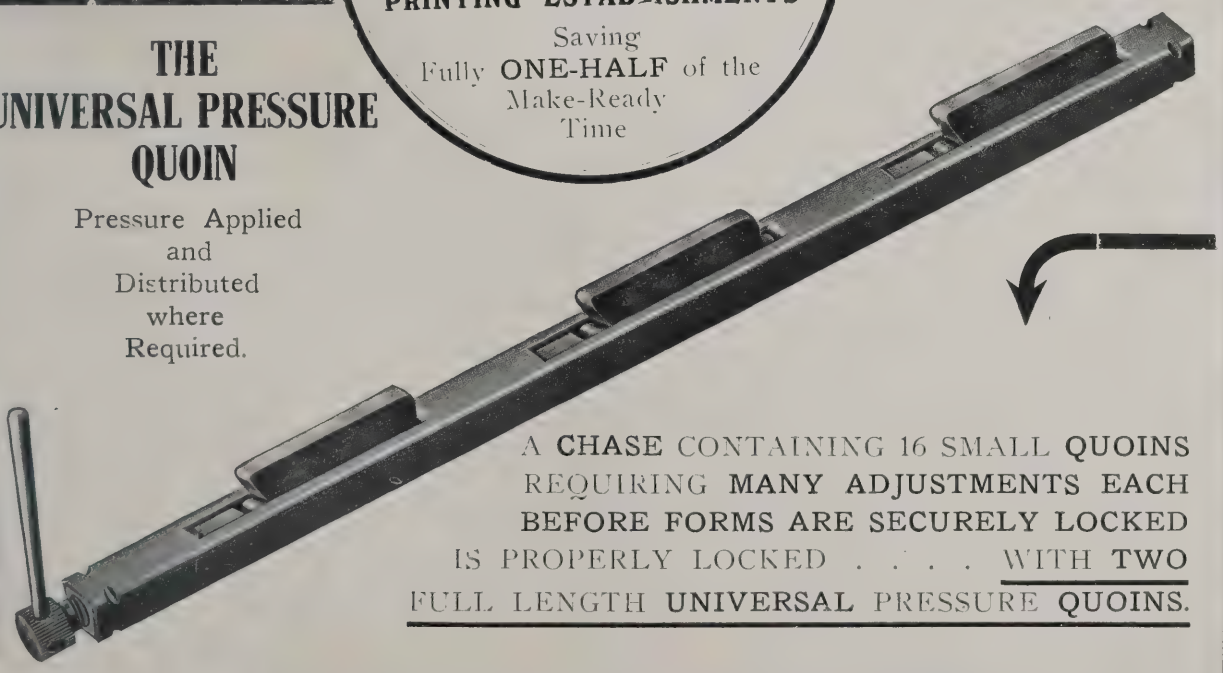

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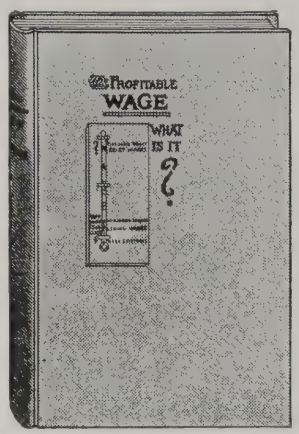

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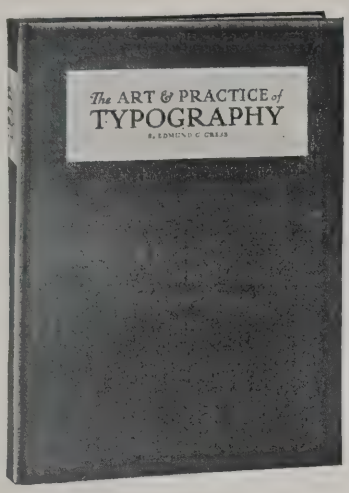

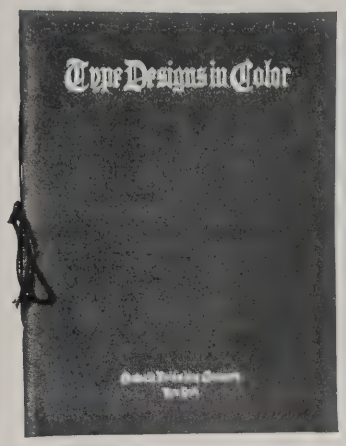

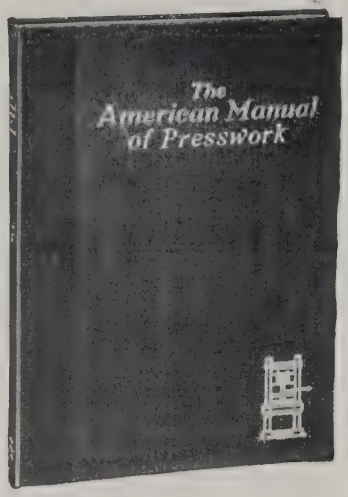

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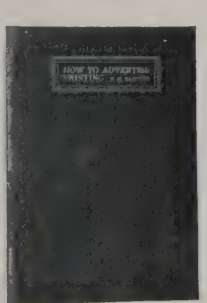

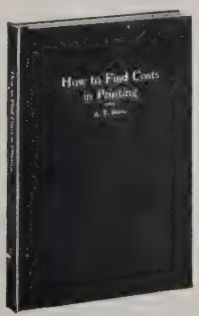

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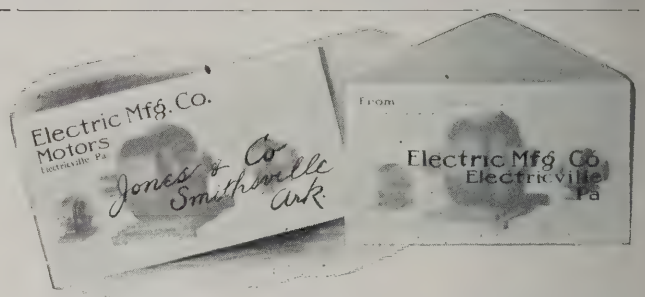

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Print in the flat, before making up. See "Service Book" for running both sizes as one job, or write to us for special suggestions on how to make the right money out of this.

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Western States Envelope Co.

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-three | Chicago, August, 1915 | Number Eight

Business Building Through the Trade Press

A Symposium by Leading Trade Paper Men and Advertisers with Introduction by the Editor as to Obligations, Opportunities and Divisions of Journalism with Definitions.

Read Before the International Press Congress, San Francisco, July 9th

BUSINESS in its true and broad sense, according to Webster, is that which "employs one's time, principal concern or interest attention or labor." It is any occupation of life, so that the fields of the trade press are only limited by the varying occupations of men and may include—as a clergyman, an editor of a religious journal once claimed, at an editorial convention—the religious press. The home newspaper is, in an important sense, the trade paper of its own city. The Great Teacher, when interrupted in His work said: "Wist ye not that I must be about My Father's business?" That business was shown, by His life, to be that of the promulgating, by example and precept, of the Gospel of service and helpfulness to fellow men, in all truthfulness, honesty, loyalty, efficiency and concern for the rights of all, giving good measure, pressed down and running over.

Service is recognized as the foundation of all worthy occupations, including, especially that of the business press, and how, most efficiently, usefully and profitably, to render service, is the concern of the trade press.

To any careful student of social and commercial conditions and of trade transactions, it will be apparent that there has been a great advance toward the higher ideals of business in the past two decades over those that had existed during at least a half century previous. Very few men now say "business is business," meaning that transactions among men justified securing advantage or gain at another's loss.

Like all Gaul of old, journalism may be divided into three parts, the newspaper, the trade publication, including scientific and technical journals, and the magazines. All are intended to inform; most are expected in some way to instruct and please and a few to amuse. All have the opportunity to render service. All are expected to be founded in truth and in this regard to be impersonal and exact. Truth travels alone and should have no hindrance. We were told, the other day, that the ownership and the names of all the writers of newspapers should be known and published. But I see no such necessity any more than that each of the wonderful buildings of this greatest of the world's Exposition should be labeled and marred by the painting thereon the names of the architects, builders and workmen who had part in their conception and building. Truth should stand alone uninfluenced and free from any discredit that might come from association. The people of old were wrong in discrediting the words of the Great Teacher because no good thing had come out of Nazareth.

The newspapers deal with the general events of the passing days and with theory, philosophy and politics as news. They certainly should be independent and not bound down by doctrinaires or partisan leaders, nor interfered with through governmental espionage or restrictions.

Newspaper men should be journalists—not partisan hacks.

The press should be like the great congress of the world composed of men entirely great "with no one for party and everyone for the State"—for truth without prejudice, fear or servility.

There exists a class of publications devoted to the exploiting of the businesses of private firms or corporations, the theories of dogmatists or the personal views and interests of individuals, busy-bodies or demagogues. These do not come within any of the three classifications of journalism, and their editors or publishers are not journalists. The issue of political tracts or attacks on existing businesses, large or small; on little or great men and institutions, every day or every week, does not make such publication a public journal. There is nothing journalistic in blindly adhering to, or advocating platforms planned by politicians as their best guesses as to what will secure the most votes. There is no such thing, in this country, as disloyalty to principles or party, either in advocating or criticising party platforms or party nominations, but there is disloyalty to the great calling of journalism, to the people and the country in

advocating or failing to criticise the wrong, whatever may be its endorsement.

The honest, modern, American press knows no creed, nor partizanship, no personal interests but only the truth and the general good. Today all views are given and honestly discussed by all worthy newspaper publications. If the newspaper man today may be called a judge, he should be an unbiased judge, who in his charges to the jury—the people—should lay down and expound the laws of justice and right and leave the jurors to decide on all the facts that have been placed in evidence.

It is the duty of the judge to give his charges with equal fairness to all parties in litigation, so it is the duty of the true journalist to present the evidence and the law fairly as to the claims of all parties—not to write up one or write down the other.

The editor of the trade journal receives, sifts and places before his readers all facts and theories for the building up of the trade represented by his publication, with no fear but that worth and merit will receive proper recognition, acknowledgment and remuneration. The worthy newspapers and magazines of today very

Delegates to International Press Congress,

largely and rightly act upon this same principle.

The admonitions of Paul, the most practical interpreter of the logical demands of the teachings of Him who was "about His Father's business," as given in the first epistle to the Thessalonians: "And that ye study to be quiet and to do your own business and to work with your hands as we commanded you; That you may walk honestly toward them that are without and that you may have lack of nothing," might well be the text for the teachings of the modern trade papers, or that other text in Romans: "Not slothful in business; fervent in spirit; serving the Lord," or mankind, which, as we are Divinely taught, is the highest if not the only possible human service to Heaven.

"Seest thou a man diligent in business? he shall stand before kings; he shall not stand before mean men," is said to have been Benjamin Franklin's favorite Scripture text. In his autobiography, he congratulates himself that its truth had been demonstrated in his own life. To his diligence in the printing business, his study, work and perfection therein, he attributed the fact and all the glory of having been called to stand before kings in the interest and as the representative of his country. To be called a printer he deemed the highest honor that could be bestowed upon him.

First, then, each trade paper has advanced business by extolling the calling to which especially devoted. The very fact that a trade supports a paper devoted to teaching of its importance, ethics, methods and accomplishments, is a help in giving importance thereto and character to those engaged therein. The inspiration of known, useful and efficient service is a powerful agency for the promotion of business and for making a calling broadly useful.

The trade press specializes knowledge, and each journal, besides exalting the calling to which it is devoted and inspiring the workers therein, to greater attainments, furnishes the particular knowledge and general information most useful thereto.

In aiding my effort to make this address more comprehensive, Mr. Charles A. Miller, Jr., editor of the National Builder, Chicago, writes under date of June 19th:

Advance Made Through Specialization

"The Trade or Technical press depends for its circulation on the specialist, and advances in any line are invariably made by those who select one particular subject and make a special study of it. A carpenter can saw a board straighter than can a grocery clerk, because the carpenter makes it his business. He has selected the best saw he can find, given it every care and attention and proceeds systematically to do his work. He knows how to save effort, how to do more work in a day. He can learn nothing in his line from the grocery clerk, but he can learn from the Trade Press that caters to his advancement.

"The well-trained man is sought and the well-trained mechanic or contractor or architect prospers just as he uses the valuable information in the Trade Press. Likewise the Trade Press can prosper only as it advances its readers.

"Everyone who is in business, whether laborer or publisher, can advance only as he makes his services more valuable to others. The Trade Press in describing new and better methods of doing business, helps its readers, and helps itself.

"Not the least benefit from the Trade Press is the establishment of uniform methods of doing business. The poorest are educated up to the standard of the best, and all are benefited both in the trade and out. Abuses

in business methods are corrected. Isolated or antiquated methods are eliminated. The horizon of trade is broadened to the limit of the paper's circulation.

"The one reason for the rapid advance of business in the last fifty years has been the improvement in methods of communication. Instead of having to puzzle every question out for himself, the trade press has furnished the Technical World with advance information on Technical subjects. By widespread circulation of the Trade Press, this information soon becomes every-day practice, and the entire business world is assisted to better methods."

The Trade Press Helps Greatly through Its Advertising Pages

Mr. William L. Roberts, Associate Editor of Advertising and Selling, N. Y.:

"The efficiency of the business press for advertising a manufactured product which is purchased or specified by a particular trade or profession is undeniable for the following reasons:

"First, the business press, by the conditions surrounding it presupposes a concentrated circulation. The tendency has always been to limit circulation to the buyers

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of the advertiser's products, and from actual knowledge, I know that this tendency has become a rule among the stronger papers in the trade and technical field.

"Second, the subscriber has a more immediate interest in the editorial contents of such papers which are of such a character that only those interested in a particular trade find it worth while to pay out good money for the particular journal.

"Third, the intensive circulation methods which are used by business papers as for instance, educating new subscribers in the use of the editorial matter, quickly and automatically eliminate the casual subscriber."

Value of Trade Papers in Building Business, is Exemplified by Results

Mr. Geo. J. Schulte, General Manager of The Interstate Grocer, St. Louis, Mo.:

"The value of trade papers in building a business is best exemplified in the results which have taken place in the last ten years.

Formerly looked upon as a necessary evil in the trade, the business paper is now looked upon as an absolute necessity, both for the dealer and the advertiser having something to sell. The trade paper is the cheapest means of acquainting the trade with what the manufacturer has to offer and the fact that the most representative advertisers use the trade paper is the best evidence of this merit.

"The dealer now realizes the absolute necessity of following the market and current news in order to be fully posted, as well as to get the latest methods of merchandising. The enterprising merchant therefore is a close student of the business paper in his line, and with the conditions surrounding the marketing of the product, it is incumbent upon the manufacturer to keep in close touch with the trade to obtain the fullest measure of success of his product. Trade paper advertising is the source and balance of power, and this fact is becoming more apparent every day."

The Trade Press Teaches that Merchandising is Public Service

Mr. J. J. Phoenix, President, Bradley Knitting Company, Delavan, Wis.:

"In the last few years there have been vast improvements in the methods and standards of retailing. Above the fireworks of competition there is looming the fact that merchandising is Public Service, honorably profitable to those who understand its science and correctly apply its principles. Shopkeepers are becoming fewer and merchants more numerous. Manufacturer, jobber and dealer, conscious of the need of channels for the intelligent interchange of ideas, have called into being the trade press.

Facts from Interviewing Subscribers

"Every subscriber expressed his appreciation of an indebtedness to the journals he received. The following are a few of the remarks made to me:

"A clothier said: 'I read my trade journal as regularly as I do the Chicago Tribune, and consider it an authority. I begin with the advertisements and look them over front and back, then I go for the reading matter.'

"One general merchant stated: 'I take a trade paper printed in Iowa. It claims over 50,000 circulation. It has an editor who is always fighting for better business practices among us merchants. I feel his sincerity so much that I believe he would not let a misleading advertisement find place in his pages. So I buy freely and so far satisfactorily from his advertisers.'"

Value of Trade Papers as Business Builders

Mr. R. G. Johnson, Manager, Merchants Trade Journal, Chicago:

"It seems to me that business building through the Trade Press is a very appropriate subject. It is my opinion that trade papers—that is the best ones—have their great value as business builders rather than as direct business getters. Every manufacturer is desirous of having his customers hold certain opinions in regard to his institution. It may be that the trade has certain erroneous impressions. The trade paper can be used to help correct these. It may be that the trade does not fully appreciate the strongest features about this particular manufacturer's product, the size of the institution and the service which he is able to render. The trade paper can accomplish more at less expense in these directions than could be done through salesmen or even through letters.

"It is a policy of the Merchants Trade Journal not to accept any advertising unless we first have found out that other merchants have had a favorable experience with this particular proposition. Because of this editorial policy every manufacturer who uses our space naturally has a very favorable introduction for his salesmen. That merchants do use the advertising pages of trade papers as a guide in buying is evidenced from the many letters we receive from our subscribers, and is also brought out by an address delivered by Mr. Phoenix, President of the Bradley Knitting Company. I am enclosing herewith a copy of this address, thinking it may be of interest to you."

What is a Trade Paper—How It Helps to Standardize Products and Aids both Manufacturer and Consumer

Mr. Horace M. Swetland, President, United Publishers' Corporation, New York City:

"Before we discuss the special service of the class paper to an industry, we will need a better understanding of what is included in the term "class paper" as distinguished from publications of a general character. Naturally, a class paper is one which caters to, serve and is endorsed by a special class of readers, as distin-Naturally, a class paper is one which caters to, serves the entire reading public. The Ladies' Home Journal may be considered, in a general way, a class paper as distinguished from a publication designed to interest both men and women. A religious paper, catering to a certain denomination, may also be designated as a class publication. So, also may be designated all publications catering to the various professions, and including, also, the technical papers and the trade journals. But, in the field of what is generally accepted as trade journalism, which term, in its commercial sense, includes all papers devoted to trade or craft or special work in any line, as well as publications devoted especially to merchandising a special product, like the Dry Goods Economist or Hardware Age, the term "class papers" should be, and is restricted to mean only those publications which cater to a particular class, the formation of which is founded on some special industry.

"First the press indirectly raises the standard of the production of its industry by stimulating industrial supremacy.

"Second, it raises the standard of ethics in the merchandising of the products of the industry, facilitating the disposition of its product through tried and well-recognized business principles:

"Third, it benefits the consumer of the product of an industry, as well as the manufacturer, by educating the user to a consistent, intelligent and rational use of the product, thereby tending to mutual satisfaction as between manufacturer, merchant and consumer.

"The direct benefits of an industrial paper to its special industry may be classed as educational, or informative and commercial. The educational benefits may be classed as specific, exhaustive, timely, accurate; specific from the fact that the publication is devoted exclusively to one particular industry, and one only. Remember, we are living in an age of refined individual application, each person in the world today, if any great success is to be secured, must specialize on one particular subject. The progress of the world is founded on this fact, and the assistance of a publication devoted specially and exclusively to one division of industry, enables the expert to concentrate his ability, thereby reaping the highest efficiency from his endeavor."

Helpful Service Brings Business

Mr. E. S. Hanson, Editor, Cement Era, Chicago:

"The idea which pervades this organization is service—service to the industry at large—service of a real, tangible and helpful kind; and service to the advertiser in helping him to connect up with the industry. I know of one publication in this city, which, it is reported, was started as more or less of a joke, without much idea that anyone would subscribe for it, but thinking that a number of advertisers could be sand-bagged into taking space. The publisher was surprised, one day, to wake up and find that he had a real subscription list and that there were a number of people who took the publication seriously, with the expectation of getting some benefit from it. This placed him in a rather awkward predicament. He was placed in the position of being expected to deliver the goods when he knew nothing of the industry and had nothing to deliver. This is probably not an isolated case in the trade publishing field, but happily is one which is not as frequent as it used to be. Publishers of trade papers are now, to a large extent, in the forefront of the industries which they represent, taking important places in the gatherings which are looking toward the betterment of their several lines, and working in every way toward wise and efficient business building.

"The Editor of this publication happens to be Secretary of the American Concrete Pipe Association, and was instrumental in having The Cement Era made the official organ of that Association. This Secretaryship was taken over at a time when the organization was at a very low ebb and when it was a case either of someone taking it as a labor of love and pushing it along into usefulness, or letting it die altogether. This work is now carried on without salary or office expenses, all office work being done in the office of The Cement Era. This association is now developing into a field of usefulness and is recognized as doing valuable service in developing and standardizing this branch of the industry, and helping to fight its battles against opposing interests. Its countrywide nature is attested by the fact that one morning, in April, the mail brought in an application from one of the largest cement companies in New York and another application from a noted concrete pipe manufacturer in Los Angeles. The fact that The Cement Era is the official organ of this Association has helped us in our advertising business, we carrying regularly a much larger amount of advertising in this line than any of our competitors.

"In the winter, a manufacturer who was developing a new machine in Iowa, came into our office and said that his board of directors had had a meeting the day

before and decided that as they were now ready to put their machine on the market, the first thing to do was to put an advertisement in The Cement Era, as it had helped them continually in the development of their business. Coming as this did at a time when cancellations of advertising were coming in quite regularly, on account of the business depression, it sounded very good indeed.

"I think at least one other publisher, Mr. C. A. Patterson, of "Building Management," can tell you of the advantages of working with an Association, the advantages in almost every case being reciprocal, working both to the good of the publication and the good of the industry.

"You do not need to go out of your own field, however, for one of the best examples of this. You have built up the National Editorial Association and the Association has built the "National Printer-Journalist," and both have helped the newspaper business amazingly.

"We, in this office, will go to any length, to get information for people regarding our particular field, either advertisers or subscribers. In fact, we do not even draw the line at these two classes, but will pay attention to any inquiry which seems to be made in good faith. We felt a little while ago that we were rather being asked to go a long way outside of our field, when a city engineer wrote us to send him some 'dope' for arguments against municipal ownership of street railways; but we sent it to him, spending nearly half a day to prepare it. We believe that an office of this kind should be a clearing house for information, not only to be passed on through the columns of our publication, but personally or by letter, if occasion demands. We believe that this is not only the proper way to benefit the industry, but it pays ourselves as well.

"Some little time ago we had an inquiry from a manufacturer who was not an advertiser, saying that he was trying to develop a machine along a certain line and asking for information. This work involved the use of a foreign process, but fortunately I had seen it and was able to give him quite detailed information. He came back, however, with further questions and I sent him sketches made by our daughtsman to show him details. A few days after our last letter went to the man, we received unsolicited from his advertising agent an order for advertising, although no amount of soliciting had been able to get this business previously. I do not believe that this came entirely in appreciation of our service; although that may have prompted it to a certain extent; but I believe the underlying idea was the belief that if a publication was so close to the industry as to be able to give them, offhand, the information which they desired, it must be a good publication to tie up to.

"This publication omits no opportunity to help its advertisers in every possible way. It encourages its readers to write in to us for information regarding machinery, etc., and also our men watch for opportunities when they are out in the field to note market openings of various lines of equipments. A number of letters go out from this office every week telling advertisers where there is a probable opening for their machines.

"But this is many times the amount of matter you asked for, so I better stop."

Uses of the Confidence of Subscribers in the Paper's Accuracy and Reliability

Mr. R. J. Gute, Dry Goods Reporter, Chicago, Ill.:

"During the course of my visits with our subscribers, I discovered that a much stronger link of friendship, stronger than we ever dreamed, existed between us and our readers. This feeling of supreme confidence, no doubt, is felt toward any reliable trade journal that has been in the field for any length of time.

"The most important discovery made by me and from the very lips of our readers, was the confidence shown toward the advertisements in our publication. I learned that it, many times, influenced these merchants to buy goods of the manufacturer or wholesaler who used our advertising columns. It served as a forerunner for the salesman to gain a hearing from the buyer, to say nothing of the direct orders derived from his message.

"It made the wholesaler known to such an extent that even his mailing matter was read, where many times it might have gone into the waste paper basket.

"They respected the wholesaler who advertised much more than the one whose ad they have never seen. Other conditions being equal, the wholesaler with the advertised line stands three chances to one with the other who does not, in selling his line to his prospective buyer.

"It served as a source of information to acquaint these merchants with the products in the markets, and I know there would be no soul—a lack of direct, stirring interest to the subscribers, if a trade journal carried no advertisements."

Buying Ability of, and Prospective Purchases by Readers

"Summing up all, I wish to make the following statement, and I believe every word of it.

"The buying power of 5,000 readers of the average trade paper is greater than that of five hundred thousand readers of the average popular medium. And the advertiser who will but avail himself of the privilege of winning the acquaintance and confidence of those men through their own business journals will find a new and signal solution to the increasingly difficult problem of getting efficiency out of his advertising outlay."

Trade Paper Advertising Makes Buyers

Mr. J. J. Phoenix, President Bradley Knitting Company:

"Eliminate advertising and you reduce buying to its barest bread-and-butter basis.

"Advertising makes buying; without it, you must sell.

"Advertising will convert the luxury into a necessity.

"Advertising is the pendulum that regulates and keeps manufacturing, retailing and final buying in motion."

Superior Values of a Class or Trade Publication

Mr. A. W. Shaw, publisher of System, Chicago:

"All of us agree, I think, that by a class publication we mean a periodical that exists because a certain number of people are so keenly interested in a certain activity, or group of associated activities, that they willingly pay for, and read carefully, a magazine printed exclusively for them. On account of the keenness of this interest in their dominant activity they usually pay more for a class publication than general magazines of equal or greater bulk.

"The class publication succeeds because it meets these editorial requirements to their satisfaction. You can therefore place any class periodical accurately and justly by carefully studying its editorial pages. But when you make such a study, remember, please, that these readers of class publications, instead of being predominantly interested in generalizations about the specific activities, are very greatly interested in details about them. A class publication cannot be a publication ABOUT its

chosen activity. Instead, it must be the periodical OF that activity. Its success absolutely requires that it be on the inside of the activity looking out, and not on the outside looking in. So the point I want to make here is that the first step in valuing a class publication and its usefulness to your client is to obtain an understanding of the periodical itself."

Advance in Trade Papers Marks the Great Progress in Business in the United States

Mr. Franklin G. Whitney, Dry Goods Reporter, Chicago, Ill.:

"Business papers in their present degree of perfection, as we know them in this country, represent a product indigenous to the United States. The wonderful advance made in industry and manufacturing in this country, during the last thirty years, in a large measure corresponds to a similar development of business publications.

"Excepting a number of technical papers published in continental Europe, the trade periodicals of other countries are quite insignificant when compared with those of America. Our points of superiority are found in editorial matter, advertising copy, illustrations, paper stock and printing. Trade journals have now reached such a degree of perfection that it is safe to say that the calibre of a business man is judged by his interest in a good trade paper in his particular line of endeavor.

"It seems to me that there are really only two classes of business men—those who read their trade journal carefully and those who do not. It is not hard for you to judge which I consider the good and the proper classes of business men.

"The principal trade journals published in this country, at the present time, are so full of live information and matter of permanent value, that their bound volumes are in reality the highest authority in the trades in which they operate. In fact, they might be called "business encyclopedias".

"While, naturally, trade journals are not published entirely through motives of pure altruism, the best ones are certainly not simply schemes for collecting advertising, as some uninformed persons seem to believe. In other words, they are not primarily advertising mediums. In fact, the permanent success of a business paper depends on its editorial accuracy and vitality, and its ability to give its subscribers information that will aid them in the administration of their business.

"They reach this point of perfection and value to their subscribers, as in the first place business and technical papers must have practical and interesting matter because they go to a selected list of subscribers. Men who furnish this editorial matter must be attractive writers because they are writing on so-called dry subjects, and furthermore, they must have a fund of practical knowledge gained through actual experience. Therefore, trade periodicals of the first class are manned by experts.

"The commercial press corrects abuses, smoothes the asperities of competition, safeguards the welfare of industry and commerce and is an educator, pacificator and pathfinder. As a trade journal in any given field is really more intimately connected with that line of business than any other publication, it is the duty of every first class business man to offer an aid to the publication by giving intelligent, instructive criticism whenever he sees anything in the methods of his publication that he believes deserves to be criticized.

"The trade press is doing a great work for Chicago. Several of the trade journals published here are international in their scope; besides advertising Chicago's merchandise from the Atlantic to the Pacific in our own fair land, many of them reach foreign countries and spread the Chicago "I will" message to the four corners of the earth."

Expedition in Reaching Customers.

Mr. Adrian Joyce, Sales and Distribution Manager, Chicago, Ill.:

"In some of the Companies with which I am connected, we have found that when new products are brought out, the quickest way to let our customers know of the addition to our line is to let it be known through the medium of the trade press."

Economy of First Using the Trade Press in the Introduction of New Articles.

Mr. E. E. Haight, Business Manager of The Motor Age, Chicago:

"The other day a trade paper friend of mine was chiding an advertiser for spending so much money in general publications whose circulation was of such a character that only a small percentage of it could be used by the advertiser in question. The advertiser told this trade paper man that he should have no complaint for he never used anything but his trade paper and a few others until he had made money to become extravagant.

"This illustrates exceptionally well the special use of the trade press in 'business building'.

"The Willys-Overland Company used nothing but trade papers for two years until their dealer distribution was such and the condition of their treasury was such that they could afford to become 'extravagant.'

That is, I think, in a nut-shell, the whole story of 'Business Building through the Trade Press.' It is a matter of good business advertising economy and careful expenditures while the business is in the building and after then an advertiser is of course entitled to spend all the money he wants to expend whether he gets effective or waste circulation."

Economy in First Reaching the Dealer.

Mr. O. F. Byxbee, Inland Storekeeper, Chicago, Ill.:

"It is only of recent years that the real value of the business press has become recognized by manufacturers. Millions of dollars have been shot over the heads of retail dealers in an endeavor to interest the consumer to the point of asking and demanding goods from the retailer which he does not carry in stock. Thousands of dollars have been spent on the one argument alone of 'substitution' endeavoring to force the retailer to carry goods for the one and only reason—demand. Comparatively no effort has been made to convince the dealer that certain goods were preferable for him to place in stock because of superior quality, selling points or profit.

"At the best this policy was one-sided. If it was not necessary to consider the dealer in business building, it was at least advisable to post him on the superior points of an article and so far as possible secure his co-operation rather than the antagonism which naturally follows from a forcing policy.

"The necessity of reaching and interesting the dealer through the natural channel, the business press, in which he has confidence, has been preached by trade paper publishers for years until manufacturers have come to recognize the soundness of the reasoning, and those who have tried co-operative dealer advertising with their consumer advertising have come to recognize its great importance and value."

A Few of the Newspaper People Responsible for the Interesting Program of the National Editorial Convention, Los Angeles, California, June 29—July 1, 1915

Ervin F. Kemp
Editor Standard Remedies,
Chicago, Ill.

Charles H. Prisk
Pub. Pasadena Star, Pasadena, Calif.

F. E. Hadley
Editor Enterprise,
Winnebago, Minn.

Herbert Cavaness
Editor Daily Tribune,
Chanute, Kansas

Sagie Velle Fenton, Logansport, Indiana

E. E. Brodie
Editor Enterprise,
Oregon City, Ore.

Reaching a Special Class of Consumers.

Mr. Charles L. Benjamin, Advertising Manager of the Cutler-Hammer Mfg. Co., Milwaukee:

"If I rightly understand the task you have assigned me, it is to demonstrate two things: First, that in order to sell any product advertising of some kind is necessary and, second, that any product which appeals not to the general public, but to a specific class of consumers, can be more efficiently advertised in the trade and technical publications read by that particular class of persons, than in any other way.

"The answer to every sales problem is found when you find the answer to this question: How can I instill into the greatest possible number of persons, in the shortest possible time and at the least possible expense, so strong a desire to possess the article offered for sale that they will part with the amount of money necessary to purchase it rather than forego the possession of it."

Value of Full Analysis of Field Covered

Mr. F. S. Wayne, Western Manager of The Iron Age, New York:

"Perhaps the most interesting thing at this time which can be said regarding the leading trade and technical papers of this country is their desire to present, in as concrete a form as possible, data relating to their field of activity, class of circulation and requirements of the industries covered.

"The analysis booklets, which are mailed you herewith, indicate the most recent step taken by The Iron Age in this direction. You will note that not only are the various branches of the iron and steel industry classified as to geographical location, and the positions of the readers of the paper clearly stated, but in addition to all this definite information is given as to the equipment of the plants of the subscribers, thus indicating their probable requirements in all lines of machinery, supplies and processes.

"An analysis prepared in this way not only gives the prospective advertiser information which should be his, and which enables him in a short time of study to determine the availability of the paper offered for his use, but it also, from the paper's side, cuts down to a material degree the lengthy explanations and missionary work done during initial negotiations.

"I think that in your address at San Francisco, you would find it worth while to call attention to the pretty general inclination to place comparative values on the various publications in the same field by their respective percentages of renewed circulation. Given two papers reaching the same field, with approximately the same total circulation, the paper that renews the bigger proportion of its subscriptions is the more valuable paper. I think you will grant this.

"Another point which might be worth while bringing out relates to field copy service. A number of the leading engineering weeklies maintain a field staff, the business of which is to secure photographs of their advertisers' machinery in operation in the plants of their advertisers' customers, and to get hold, at the same time, of information as to the operation of the machinery pictured, that is, information as to capacities, maintenance, charges and general worth."

While much more might be said as to "Business Building through the Trade Press", it may be well to close with these thoughts as to the study and analysis of the fields covered and service through intimate knowledge of the conditions and demands. There can be no analysis without careful, thorough investigation and study. And when a correct and full analysis is reached, service follows as do life-giving showers from the full rain clouds of the summer time. One of the remarkable successes reached through analysis and the presenting the conditions, wants and purchasing power of readers is that of Successful Farming of Des Moines, that has given the facts to manufacturers by means of collected statistics published in attractive form with maps and charts in colors so that the advertiser can get the knowledge of greatest use at a glance. This paper added one hundred thousand dollars to its advertising in six months during the depression in business. The Chicago Tribune, that is reported to have a net cash income of nearly one million dollars a year, maintains a like staff, numbering fifty, as is mentioned by Mr. Wayne, devoted to the study of Chicago as a merchandising field and aiding advertisers. The opportunity of promotion of business through the trade press and of widening usefulness to manufacturers, dealers and consumers, is almost unlimited and the same is no less true of the home newspapers in their respective fields.

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HOW CAN THE LOCAL NEWSPAPER SECURE MORE GENERAL ADVERTISING?

By John Lee Mahin, President Mahin Advertising Company, Chicago. Presented by B. B. Herbert.

It is a great disappointment to one to forego the pleasure which I have anticipated for many months of making this trip with you.

Mr. Herbert has kindly consented to read my paper. I am deeply grateful to you for listening and to him for making it possible to deliver my message.

Mr. John Lee Mahin

As many of you know, my father who is now in his eighty-first year, conducted the Muscatine, Iowa, Journal for over fifty years. I was six years of age when he started me setting type, and I did not go to Chicago until I was twenty-one. I believe I have done everything that could be done on a country newspaper. I question if there is any man in the general agency busi-

ness today who is able by experience to so accurately appreciate the problems of the publishers of the local newspapers.

My father and I demonstrated to our own satisfaction that, in conducting a local newspaper, it was foolish for us to try to compete with others on lines where they were better equipped than we were.

We concentrated our energies entirely on doing work that we could do better than anybody else.

This forced us, at times, to seek new avenues of activity, and to really be pioneers in our own community in doing things that had never been done before.

In the twenty-five years I have been in Chicago I have found this rule to be the one safe, sound and reliable one to follow in any business.

The local newspaper publisher must realize that there are many publications carrying general advertising for which his medium is not suited. For instance, there are 1,200 advertisers using the Iron Age, and probably an equal number use the Dry Goods Economist.

By inquiry in your home communities, you will be surprised to find how few copies of either one of these papers are subscribed for, and yet, I am conservative I believe in stating that each one of these properties are fully worth $1,000,000. This value is due to the advertising revenue which comes from a group of advertisers who have been gradually educated to use these mediums in a way that makes them the most economical and efficient for the purpose.

An advertiser who spends $2,000 a month in the Saturday Evening Post is a fair-sized magazine advertiser, and yet, if he put that same amount of money in daily newspapers alone, he could only spend seventy-five cents a month in each newspaper. This is at the rate of $9.00 per year only, with no money for the weeklies at all. If $24,000 was divided over an entire year among weeklies and dailies, you can see how the trouble of looking after it alone would practically absorb the entire appropriation.

It would be a good deal like the colored man down South who started a bank; some months later, one of his depositors came in and asked him about $10 that he had put in the bank, and the banker assured the depositor that the "Interest had done ate up that $10 a long time ago."

So I want to say to you right at the start, that there isn't a way that I know of by which the local newspapers of this country can get any of the business that has been developed for the large general magazines or the trade papers, any more than the local store in my old town of Muscatine, Iowa, could get any of the business that has been developed and is maintained under the most strenuous competitive conditions by the several big stores on State Street in Chicago.

There is, however, a large amount of general or foreign business capable of being developed for local newspapers.

There is much money being spent today in house-to-house canvassing, sampling and in store demonstrations, that, in my judgment, could be much more profitably expended in local newspapers.

There are a number of things that must be done before this business can be diverted from its present channel, and also new business be developed.

Let me tell you an actual experience that I am sure will interest you along the line of development of new business.

The Mahin Advertising Company is only sixteen years old—yet I remember distinctly Mr. Cyrus H. K. Curtis coming into my office one day and giving me quarter-page space free one time in The Saturday Evening Post for each of three of my customers.

I asked Mr. Curtis, after I had concluded arrangements with him, if he didn't fear that giving space to advertisers might make them feel that they never would be willing to pay for it in the future.

His answer was that there was a prejudice in the minds of advertisers in this country in favor of monthly magazines, and he wanted some of the more prominent advertisers to actually see their announcements in The Saturday Evening Post.

When I tell you that in 1914 The Saturday Evening Post carried in excess of $8,200,000 of advertising, you will see that there has been something in the way of development of new advertisers and also a change of sentiment on the part of old advertisers that is really remarkable.

The things that ought to be done, in my judgment, in order to develop a larger amount of advertising for the local newspapers would be, the following, and in the order named:

First: Every publisher should make a net flat rate for his space, and this price should be fixed and invariable.

The Mahin Advertising Company employs three expert buyers to get the lowest rate that any publisher will make.

You will not get as much encouragement as I would like to see you get from any of these three men in your efforts to fix and maintain an invariable rate. At the same time, in the interest of the advertiser as a whole, I do not hesitate to emphatically state that such should be done, and it would be an economy first to you, then to the advertiser, and finally, to the advertising agent, if this could be generally brought about.

Second: You should refuse to accept any advertisement that was not helpful to your readers, and also any advertisement that was not interesting to your readers.

Think how valuable you can make your space if every issue of your paper contains advertisements which you know will both help and interest your readers. In the sixteen years I have been in the advertising agency business, I cannot think of ten cases where the publisher wrote me or wrote the advertiser, calling attention to the fact that the copy furnished was not as good as it might be for the particular readers of the publication.

In every case where a publisher has done this, his letter has been carefully read by the advertiser and by us, and I know that every publisher who has taken the pains to write to an advertiser or to the agency placing the advertising, pointing out specifically where the advertising copy could be improved, has done something that has made both advertisers and us feel that he was genuinely coöperative with us, and added a specific value to his advertising columns.

Third: The publisher should remember that no advertiser can afford to buy space from him unless he makes sales large enough to pay for the advertising and for the merchandise and also yield the advertiser a profit.

If publishers would visit the local stores and find out for themselves whether the goods were moving or not, he would be able to answer his own questions as to whether he was entitled to more advertising from the advertiser.

Many retail stores expect entirely too much from advertising. Many proprietors of retail stores have the wrong mental attitude toward advertising.

Advertising will undoubtedly attract the attention of consumers to a worthy piece of merchandise, but no advertising will take an article off the dealers' shelves, wrap it up, send it home and collect the money from the customer.

If publishers would inform themselves of the merits of the article advertised, and see to it that the dealers who could handle and push this article knows as much about it as the publisher does, and is really sold on the intrinsic value of the article itself, the dealer then would be in the right mental attitude to recommend and push the sale of these goods and much local advertising now which cannot profitably be done, would be justified because of the close linking up of the dealer who is absolutely an essential factor in the chain of distribution.

Fourth: Much general advertising, or what is equivalent to general advertising, could be secured by local newspaper publishers, if they would inquire from their local dealers what lines they have in stock on which they have exclusive sale. It is almost an invariable rule that all of the local advertising is to be done by the dealer in consideration of his being given exclusive sale.

In almost every case where a line of goods is confined to a single dealer in the town, the manufacturer has furnished or will furnish on request to the dealer cuts of illustration and often complete electrotypes, of entire advertisements for insertion in the local papers.

The local publisher can encourage the dealer to get this service and to use it in his paper, and can often help him in rewriting the advertisements to make them fit local conditions.

Another very important thing to remember is that many manufacturers offer to local dealers all kinds of advertising service.

One of the most attractive and much used ideas is to offer to send out letters or booklets if the dealer will pay for the postage.

If space in a newspaper is as high as 5 cents per inch per thousand, 40 inches of space would cost only $2.00 to reach a thousand homes. The postage on a letter circular of approximately the same size, would be $10 if one cent and $20 if two cent postage was used. Many dealers know this, but they don't think of it when the alluring mailing propositons are put up to them. Local publishers should keep this constantly in mind and keep in close touch with local dealers and be able to show them the advantage of the local paper over anything of this kind. It is usually best for the merchant to use the copy in the circular for a local newspaper advertisement and the postage alone will usually pay for a good-sized space and many times the circulation of a mailing card, folder or letter.

Another method for securing general advertising that is bound to be successful would be for the local newspaper publisher to make a canvass of the retail stores and find goods already in stock that were moving satisfactorily.

He can, without exception, get the dealer to say that with a vigorous local advertising campaign he would be able to move more goods than he is now doing.

If the publisher could get the dealer to be specific on this point, he would have one of the most interesting documents to write that could possibly be sent to any advertising agency. That agency would immediately interview the manufacturer and report fully and intelligently. Try it on me and see what will happen.

The specific definite statement from a group of grocers for instance—that if a definite amount of space were used in a particular paper, the grocers would be able to double their sale on an article that they were now handling, would, in my judgment, result in an advertising contract for the newspaper publisher just about 100 times out of 100 cases.

You would be surprised, I know, if you sat in my chair and realized how few of the solicitors who come in to see us asking us for money entrusted to us by our customers, really know anything about the distribution problems confronting our customers.

It is impossible for the advertiser himself to know if he is distributing through the jobber.

One or two retailers may be enjoying a big sale and others practically nothing. The fact that two or three have a big sale is the best reason in the world for an advertising appropriation for a local newspaper, especially if the local publisher would coöperate in getting the other dealers not now handling the goods to work with the advertising.

Another way in which a publisher could develop advertising, would be to check up carefully all the sampling and house-to-house canvassing work that was done in his community.

It would be easy for him to find out how many samples were given away or how many days' canvassing were expended in his community, and then figure out how much it would cost to cover those same people through his paper once a week for a year.

I am positive that a letter sent in on this line with the assurance of the local dealers that they had the goods in stock and would welcome additional coöperation in this way would be productive of excellent results. Send me copies of such letters and I will promise you prompt attention by calling on the manufacturer.

In conclusion, I would like again to reiterate what I said about having a fixed flat rate.

In an address before the Convention of the Associated Advertising Clubs of the World at Chicago, Mr. Geo. M. Brown, President of the General Roofing Company, said:

"Some of the newspapers follow methods that we have found in our own lines of business to be antiquated. For instance, if we required a contract from a buyer that he would buy a certain quantity of goods, or stay with us for his purchases over a certain period, or tried to tie him up in any way to get our very best proposition, we could not build business. In fact, the business we have already built would soon disappear. In our own line we give any man who buys a carload of goods the same price as the man who buys a thousand cars. In some less than carload shipments we charge our jobbers just enough advance to cover the actual extra cost of handling of such shipments, which is less than 2 per cent advance. Now, some of the newspapers submit contract and rates and combinations that ought to bluff any business from coming to them. They will tell you how they only want a chance to show you, but they are very careful to charge about fourteen times as much as they ought to if you come with them, and then drop out because they have been reported upon as not satisfactory."

The Billposting Organization built up an enormous

business because advertisers found they could put out short-time advertisements and get immediate and prompt responses.

We would not undertake, in the Mahin Advertising Company, with the present unstable conditions of newspaper rates, to give an advertiser service generally throughout the United States in less than three months.

When we handled billposting, we could get service, pretty generally throughout the United States within ten days' time.

We are not doing any billposting for any of our customers now because the billposting association demands that its agents solicit bill-posting exclusively. We believe there is a large group of advertisers who want to place all their space contracts through one channel. Our newspaper billing for the first six months of 1915 was 39 per cent greater than 1914, so we have not suffered by being put out of the billposters' association.

I firmly believe a flat fixed rate would bring the newspapers a lot of short time business that now goes to billposters or is expended in mailing letters, folders and mailing cards.

We have a fixed flat rate minimum of 15 per cent for our service and furnish our customers with a certificate by Marwick, Mitchell, Peat and Co.—auditors of national reputation—that we have paid the publisher every cent entrusted to us for that purpose and that we treat all our customers alike.

For instance, if we could pretty generally, throughout the United States, send local newspapers an order for a full-page advertisement, and arrange with the publisher to have extra proofs of this page displayed in the windows of dealers who handle the goods, a complete chain of valuable service would be established.

Suggestions for window displays with material with which to make them can be had from the manufacturer.

The publisher can also supplement the advertising in his paper by inducing the dealer to use this material in making a window display which will connect up with the advertising.

This sort of coöperation helps sell the advertiser's goods, makes his advertising pay and makes him a better advertiser.

In conclusion I want to emphasize my conviction that publishers should not attempt to sell the goods that are being advertised. It is the publisher's function to advertise them and it is carrying the idea of coöperation too far for publishers to ask dealers to buy the goods simply because it is advertised. If dealers will not stock it on its merits, advertising becomes a crutch and its service could be better employed.

Salesmen are usually needed to prove to dealers the merits of the merchandise and explain the complete selling plan the manufacturer has developed for his benefit.

In furnishing information as to the local conditions, in introducing salesmen to dealers, in vouching for the statement that orders for advertising have been placed through a reliable, dependable agency that has earned a reputation for efficiency, the publisher can render help that no one else is able to do so well.

Real coöperation consists in doing those things that each can do best and not attempting to perform the functions that others are better able to do. The publisher should know as much as he can how things ought to be done, so he can intelligently report a break in the chain of distribution.

"EDITING WOMEN"

By Mary O'Connor Newell, Woman's Editor, Chicago Herald. Read by Miss Maud I. G. Oliver, Chicago.

The little girl fresh from college, who pokes her little nose over the railing that parts the editorial rooms of the newspaper from a crass world, and asks to see the editors, carries in her little head an idea, more or less prevalent, of what a newspaper career consists of.

Writing pieces for the paper, of course.

Sitting at a nice little desk in a corner far removed from the hurly burly and writing opinions about subjects set by a kindly editor.

Said opinions to be couched in fluent literary phrases, the more bookish, classical and recondite, the better.

Or, at intervals, when there is a lull in the demand on the part of the kindly editor, for opinions in the form of neat little essays on topics proposed by him to write neat little fiction stories out of her own neat little head and lack of worldly experience. Such the dream.

The first detail of "editing 'Women'" is to wake up from the dream; to edit any such ideals about the essential business of the woman newspaper writer, or of any newspaper writer, out of one's own head, if such ideas lurk there.

And the not infrequent call of subsequent years is to edit—or to seek to edit—similar ideas out of the heads of other young women who made the rounds of newspaper offices annually seeking to lay the foundations of literary careers, after being graduated from college.

We women editors pass them on from one to the other, telling them the same thing, fully aware that it is about the last thing they will learn in their newspaper apprenticeship—and the truest.

It is this, that the strongest card of even a woman newspaper beginner in this day and age is not a pretty knack of newspaper expression, but a "nose for news."

We break it to them as gently as possible that there is no such person about a newspaper office as a kindly editor—looking for an amateur to express his mind for him in English creaking with wornout metaphors and rusty, classical allusions.

That the editor has plenty of language always about his own person to express both his views of current happenings and his opinions of his staff, and that besides, he has a corps of trusty expressers in his employ, paid to give him words for what he thinks when he is too busy to fish them up out his own mental pockets, and that these expressers are never chosen from young springs of college gentility but from the "old Guard" of newspaper warriors.

What the young candidate may bring of value to the newspaper is a fresh account—not an opinion—of life as it is lived in the community—in the streets and the homes, the shops, factories and places of amusements, as seen through young eyes. Its humor and its tragedy, its loves and its hates, its bromidic points of view with its curious phraseology of them presented as nearly to the dynamic truth as the young candidate has it in her to preceive that truth and get it down on paper. It is a task worthy of all her powers, spiritual and otherwise. She usually begins by scorning it. By and by she gets a vision of what the newspaper wants of her and find its outlines simple in statement. What the newspaper wants is only new facts, or an individuality in presenting facts of an old, old story—the daily life of man. First, because it is one of the most fascinating and baffling of subjects in this most fascinating and baffling of worlds; and secondly because it is the only thing the average reader of a newspaper is interested in.

He wants what he is familiar with served up to him day by day and the thing he is most familiar with is himself, an average person. He wants as many points of view of himself, an average person as there are individuals dowered with wit to perceive and express them. So much for getting an angle on what newspaper work is, which is a primary need of editing anything, "men" or "women."

When the newspaper beginner learns therefore, that what people care most of all to talk and read about, is themselves, she has arrived at something tangible on which to construct the edifice of a newspaper career. As a women she often begins by being told that the scope of her activities extends only to what will interest women readers of the paper. This at first strikes her as a galling limitation. She pines for adjacent territory and broader horizons. But as she goes along in her work she discovers that what interests women today more and more interests men. That it is the women who are intrenched in the citadels of civic thought of the hour and that men are encroaching upon their territory, rather than leaving it in insular isolation. To her astonishment she discovers that what interests women of this day are the big movements of civic affairs in the community in which she lives. Amazement grows with growing experience, if she has been "editing Women" in the last five, ten, or fifteen years, to find out that interesting women means the front page of a newspaper often, as well as increasing daily columns within the body of the paper, a whole section on Sunday, and in addition, time and again, feature pages that overflow from the Sunday woman's section into other parts of a paper because of the fear that they may not, perchance, otherwise be read by the haughty male, who, on that account, might miss much in the opinion of the Sunday editor.

No quiet desk, no scholastic seclusion in this day, therefore, if the call is to "edit Women" but the hurly burly, the thick of things.

That woman is yet among us in her prime, who has seen every healthful impulse of ambitious girlhood to be and to do something in the world of "down town"—so called for want of a generic term that will envisage business, professions, trades, promoting, and all that—systematically crushed out by the saying, "It isn't nice for girls to do such work." It doesn't take an old woman—if there are any old women today—to remember when the only choice of refined occupation for a woman outside of her own door was between teaching and sewing. When to own a stenographic office was not considered exactly a nice thing for a girl. When hair-dressing, manicuring and other businesses run by women were pointed at with veiled or open contempt, and doubt of their professed purpose. When millinery was shadowed by the same suspicion. When no woman could operate a business remuneratively without running the risk of being the object of unpleasant innuendo. When it was not considered a nice thing even to go down town alone and to enter the lobby of a hotel unattended was almost unheard of. It was of such a time—though it did not end with him—that Horace Greeley wrote "No amount of preaching, exhortation or benevolence will render the condition of our working women what it should be so long as the kitchen and the needle are substantially their only resources." Women not old among us can remember when trained nursing first began to be a "respectable" outlet for women's energies in other fields besides teaching, sewing or cooking. In fact, we have to come down to the immediate generation, almost to this hour, to find that any business woman wants to go into is clean business for her. It is only a question as to whether she is the woman to dignify it or to cheapen it. From opening a blacksmith shop to running a peanut stand or an aeroplane, the business itself does not matter. Were I asked to give a name to the change which has taken place in relation to the working woman within the last ten or fifteen years, I should call it "making the world of down town" a world in which women can live on equal terms with men and because it has been made such a world, for one thing the opportunities of women in the newspaper field have grown enormously and with it the opportunity of the women's editor.

Time was—I was not a newspaper woman then—when a woman's chief value to her paper, it seemed was to fall on the street, be carted off to a police station or insane asylum, and then be dragged out with a great deal of noise and noisome odor. Or to stand on the top of the highest steeple in the town and wave a flag, just to show the world that she, a woman, could do it. Or make the speediest trip around the world a woman ever made. Or do something else no woman ever did before. Nowadays, it keeps a woman's editor and a staff of women writers busy chronicling things no woman ever did before, and that largely because women are making history in the straight business of living as men make it; as financiers, promoters, tradespeople, researchers into political ways and means, leaders of community thought and the like.

Time was when the chief business of a woman on a newspaper staff, outside of the cookery, fashion and society columns, was to break into the houses of folks who did not want to see her and extract the stories and the pictures of those people and publish glaring details of nasty situations to the world. By this, the newspaper woman used to be obliged to prove her worth, else there was no place on the reportorial staff for her. That was the time when the men dictated the contents of the woman's page. What that page was satisfied their notions of what women wanted to read about. Women accepted it, because perhaps, they did not wish to be considered more serious-minded on the whole than men editors believed them to be. Or, perhaps, because they did not know how to get relief from the fluffy talk and the gurgly stuff. Outside of recipes, frivol was the watchword, warning thinking women to hunt some other part of the writing field rather than "editing women" if they wished to maintain a reputation for an average endowment of sanity. The growing wedge of feminism made a larger and larger breach in the shipped cream stuff that was the woman's page of a few years back, and opened up attractive vistas to the forceful woman of what possibly might be done with those pages with energetic effort and a free hand. A more serious attitude on the part of men editors towards the activities of women's clubs has helped to bring about the radical revolution that has taken place in the standing of women on newspapers. A better understanding of the enormous part played by women's clubs in awakening civic consciousness caused this change of heart. The new born desire to know more about municipal care of children and the poor and the sick, out of which was sprung the movement for better municipal housekeeping, is the child of women's clubs and it gave the woman editor her opportunity, finally, after the cub reporter had finished step-fathering woman's clubs. Greater honesty in reporting women's clubs has contributed more than any single factor in the newspaper to dignify "editing women." It used to be, you know, that the cub reporters were sent out to cover the meetings of women's clubs and the only tip he had was to come back with a funny

story, and he always did. I remember one occasion—and a rather foolish occasion it was—when the women of a certain organization set a day to meet in joint discussion of what single reform was needed most to uplift the world. Talks were limited to five minutes. I was present as an innocent by-stander, the book reviewer of the newspaper on which I was then employed.

One woman in an impassioned talk, said the greatest need was seats for girls in the dry goods stores. Another thought that to supply drinking fountains for teamster's horses would go further than anything else to stabilize a wobbling universe. A lovely time was had by all present and every propagandist was probably the better for the knowledge that other arcs besides her own "ism" were held by her friends to be necessary to round out the horizon of reform. The cub reporter came late, as he always did, and he never referred to the program of the afternoon's proceedings, which he never did. He stayed through three or four five-minute talks in which the most diverse views were argued, and then rushed off and reported that a split had not only halved, but drawn and quartered the celebrated such and such club. Every paper carried scare headlines about the "split" the next morning, drew imaginery pictures of its process and probable consequences, larded with verbatim reports of speeches actually made, showing that one woman wished to turn the club into a department store aid, another into a prevention of cruelty to animals' society, etc. It made good reading. The women could get no restatement of facts in print because the facts were tame and tame news at that time from women's clubs was unthinkable.

Everything undesirable comes to an end in this world, given enough rope to hang itself, and so has the sport of the cub reporter with women's clubs, because women rose in a body and made their protests heard at the managing editor's desk.

The last biennial of women's clubs in Chicago bore witness to the great change that has occurred within four or five years. The most brilliant men writers of the City of Chicago were mobilized, drilled and sent in alternating squads to give accounts of every hour of the proceedings. And not the least amusing thing to observe was the way they reported the discovery that it was club women who had been doing the constructive work of the past few years to bring order out of chaotic civic house-keeping, while men were sitting back in their club chairs "kidding" them. The business of "editing women" has frequently humors of this sort. The more serious consideration of municipal problems, engineered by women's clubs, the better understanding of the relations of health and civic well-being to taxation; the struggle to find the best ways to use "the cheaper cuts of meat" which came along with the rise in the cost of living; even "swat the fly" campaigning and "such" have helped give ballast to the women's page, and make occupation on it, and preoccupation with it, dignified for a woman of sense.

Or should I say have helped women who have ideas and who re-act to the heart beat of community life, to discuss their ideas without being unduly burdened with a reputation for freakishness and blue stockingism. There was a time when the only woman considered worth making a feature story of was an actress or a murderess, and not the actress as the woman writer is allowed to picture her today—a hard-working, earnest gentle-woman who is indebted to strong psychic and spiritual forces for the power that "puts her across" the footlights—but a mad creature compounded of press agents' hop dreams and reporters' coffee debauches, who slept in her coffin, burnt pet dogs alive in a tea time grate for the entertainment of callers and was never seen off the stage without a tiara of human teeth and a necklace of pet snakes. For a long age women were considered satellites. There followed a period when the prevailing opinion was that they were comets. That was the time women reporters went about asking people in the public eye—sometimes only cinders there—"Do you think women in business a success?" or, "Don't you think woman's place is in the home?" Nowadays it is conceded that woman is more or less of a fixed star. That she belongs on earth even on that part of earth nominated "down town" and that she has only begun to show what it is in her to accomplish. The asking of an accounting was premature. Only the other day in Illinois at any rate, we dropped asking men if they did not think it was destructive to woman's femininity and man's chivalrous protection of the same for her to vote. A few years back a certain Miss Lucinda B. Chandler, a friend of Susan B. Anthony's, was given an occasional nook in Chicago newspapers for bits of suffrage news, more out of regard for her venerable age and her gameness—than out of respect for those views, and I distinctly remember a group of reporters in the local room, spotting one of those bits one morning, saying: "What in the name of conscience does anybody in Chicago care about woman suffrage?" Today every woman in Illinois is voting and every newspaper carries columns of woman suffrage news, distinct from club news, usually handled by a woman's suffrage editor. "Editing 'women' " means something different on every newspaper just as being city editor, night editor, managing editor, means variation of functions on various newspapers. In the main it means having general oversight of women's departments and being consulted about women's interests on the paper. Some women editors edit the copy of the various departments pertaining to women. In my case, being woman's editor meant handling a big feature story every Sunday and filling here, there and everywhere when departmental editors were lacking and always being ready to give some sort of answer to the editor-in-chief when the issue was "women's interests."

My four or five years of doing Sunday page women's features has been a rich and varied experience. Instead of writing or editing the copy of the interior decorating department of the newspaper for example, I talked with famous interior decorators, women and men, about the scope of their work and their philosophy about its success, the purpose being to contribute something to help other ambitious women to "lay hold on life." I've talked with actors and actresses, presidents and presidents' wives, suffragists, playwrights who wrote about women, novelists in fact, everyone was grist who came to my mill, and I ground out something meant to be stimulating to women who wanted to be efficient in the world—never forgetting philanthropy and reform, or what we around the newspaper office call "the uplift." I think I've earned newspaper retirement on doubled salary doing "uplift" and what I've suffered in the name of "eugenics" should be my passport to the New Jerusalem. Courts, jails, detention hospitals, reform schools, poor farms, orphan asylums,—I've written about thousands of them. I've eaten, drunk and slept in prisons. I've sat on insane case juries. I've written about every uplift movement of man, (meaning women) under heaven and talked with every philanthropist in captivity and roaming in native wilds. I've dug until my mental spade was worn to razor edge for stories about the oldest folks

in and about Chicago, who ever did anything—played with Clara Morris, saw Lincoln shot, saw Mrs. O'Leary's cow kick over the lamp, Lake Michigan lap the west side of State Street, the Fort Dearborn massacred, heard Marquette talk to the Pottawatomies and heaven knows what else. I've talked with all the youngest folks that ever did anything in my term of newspaper interviewing—played the piano prodigiously, flew an aeroplane at five, entered college at ten, etc., etc. But the funniest thing I ever saw was Dr. Mary Walker in man's clothes. It was a rainy and horrid day, but I went miles to view those little old man's clothes she had fought such a gallant fight to get the liberay to wear. Suffrage had slipped around behind dear Mary Walker years ago, I found, and was scooting down the ringing grooves of change ahead of her while she spent the golden hours abusing women for not wearing such clothes as hers, and when she demonstrated how valuable and sacred suspenders were, and the other transcendent points of comfort in those hideous 1850 men's clothes, my dears, she was the funniest and saddest sight this woman's editor ever laid eyes upon.

It used to be said—by women—that a woman had to show twice the ability and accomplishment of man to hold the same job. I do not believe that is any longer true. If a woman can do her work as well as a man, she can hold a position equal to his on a daily paper. If she can show more ability, she can hold a better position. When I went into newspaper work from college fifteen years ago, there were only two or three women writers on my paper. Women's interests then, as I remember them, society, clubs, fashions, etiquette, beauty, and a sort of chit chat I can find no name for that consisted of making baby eyes at life's passing show and making a sound like "goo." The society editor then did clubs, beauty and etiquette and the fashion editor did art. At that this newspaper paid more attention to women's features than any other newspaper in the city. Today it has a dozen or more women's departments, all run by women—society, clubs, suffrage, boys and girls, children's story telling, domestic science, etiquette, exercise, shopping, beauty, advice to the heartsore, crochet, gardening, interior decoration among them, besides, women edit departments not strictly for women. Our literary editor is a woman. So is our art editor, who is doing me the courtesy of reading this paper. And the newest recruit to departments, the movies, is conducted by a woman. The old joke about horny hearted bachelors, sporting editors being the ones who give newspaper advice to mothers about babies, and bearded ladies who do beauty, has no echo in the modern newspaper office. Women are back of the woman's stuff. There do arise, of course, emergencies such as the non-arrival of the Duchesse di Bellimer's chit chat about royalties when the financial editor has to take a turn playing her role. But do not occasions arise in households when the most independent of males has to wash the breakfast dishes or stoop to conquer a baking batch of bread?

Normally the thing goes as alleged. There is far less fakery than might be believed. Specialism has invaded the woman's page—or section, which it is today. Newspapers are working more for more substantial columns every day, and especially in women's departments. They are going out after experts in food, health, styles, entertainment, beauty and everything of particular interest to women. Seeking women who know what's what about their subjects from a practical point of view, from testing their value in the crucible of trade, in the market place. Women who have sold health giving exercises for years are editing the health department. The newest recruit to departmental life on our newspaper, the movie editor, read scenarios for two or three years in a big movie concern. Women in Chicago have been editorial writers, Sunday editors, literary editors, dramatic editors. I don't know any who has been city or managing editor, but if the woman should appear with force and faith and sticking ability to work for the job, I am sure there is nothing in the fact of her sex that would operate in the minds of men against her. Woman has the chance to be anything she is able to be on a modern newspaper. The bar of sex prejudice has fallen. For that, woman has but one person to thank—the woman reader of the newspaper—a factor more and more destructive every day of little sex bigotries that formerly barred the way of women to her rightful place in the newspaper office—whatever that place might be. Coming down in the car this morning I overheard a conversation between two men about a woman. "She is a smart one," said one. "More like a man than a woman. You can't hand her any bunk." The modern woman is no more like man than she ever was, but this I do believe of her as a newspaper reader, that she is exacting more attention every day from newspapers because with respect to her interests she demands the truth, the whole truth and the proved facts. She is getter smarter; "you can't hand her any bunk."

RURAL JOURNALISM

By H. C. Hotaling, Mapleton, Minn.

Rural journalism is as varied in form and character as are individuals and communities. It is so far-reaching in its ramifications and influence that even way back in the time of Thomas Jefferson, that individual had no hesitancy in saying: "Were it left to me to be decided whether we should have a government without newspapers, or newspapers without a government, I should not hesitate for a moment to prefer the latter." After perusing some of the papers of years ago one is inclined to agree with this man who penned the Declaration of Independence. He realized fully the importance of the newspaper, especially the rural paper, as the great daily of today was unknown and undreamed of in that day and age. The early publications, however, were of a high order and the publishers, seemingly, had a higher conception of their duty to state and nation than exists on the whole today. They were patriots guarding the liberties which we now enjoy. Thomas Jefferson, however, had no idea that the rural journals of the land would increase in number as they have since this remarkable utterance, yet he must have had some conception of the future possibilities of this country, for it was under his administration that the expedition of Lewis and Clark was financed, the Rocky Mountains crossed and the land where rolls the Columbia visited. With such a vision as to the extent of the country he must have realized that its development would, in the years to come, be little less than marvelous, and in this he was right as was also William Henry Seward when he purchased Alaska. Yet with their power of insight they could not have pictured conditions as we view them today with more twenty thousand rural publications.

While during these years there has been a remarkable increase in the number of country papers, a marvelous development in the means of gathering the news, of placing the same in type and turning out the printed page, there is a question as to whether there has been

real advancement in the past half century in the editorial qualities of the paper. There can be no comparison in the mechanical end of the work. The old hand-press has passed on to the scrap heap and even the matter of hand composition is fast passing the way of the tallow candle and the flint-lock musket. Type setting and type making machines are becoming a common thing in the rural print shop and in the very near future the printing office without modern machinery for handling the news will be in the minority.

My first employer was one of the old-time printers, one who learned his trade in the Government printing office at Washington, and who established the first paper at the head of Lake Superior. In the early days when he entered journalism there was no place to order patent insides or boiler plate. He had to keep on setting type until there was a sufficient amount of matter up to fill the paper. Perhaps it would be well, in some instances, if like conditions existed today, for there are too many publishers who are inclined to follow lines of least resistance. Today if a sufficient amount of matter is not secured, a column of plate can be inserted and the paper go to press on time. This develops a bad habit. It inculcates laziness, not only in the editorial department but in the mechanical end of the office. Following a step further, we find the same publisher using the free plate which is sent him without investigating whether it contains secret advertising or not. Then again, following the lines of least resistance, he is inclined to use too freely the matter placed upon his desk by the free space grabbers. Thus it is, that to this extent there is an inclination to shirk the responsibilities of the profession.

At the time of the assassination of President Lincoln, the employer before referred to, received the sad intelligence through a courier, who brought the news for over a hundred miles on horseback, arriving in the middle of the night. The editor immediately repaired to his office and by the dim light of a tallow candle placed the startling news into type, working until morning at the case. Then he placed it on the press and when the printed pages were ready, put on his coat and delivered the papers in person. That is an example of rural journalism of the past. May we of the present use the same amount of enterprise and energy to uphold the high standard of our profession.

But as things printed cannot be stopped, let us look with Longfellow: "Not mournfully into the past. It comes not back again. Wisely improve the present. It is thine. Go forth to meet the shadowy future without fear and with a manly heart."

The country editor of the present is more of a business man than his predecessor. He is developing into a leader and is interested in the welfare of his community. He has a hand in the moulding of public opinion and in making the land in which we live one of progress and advancement. As his predecessors spread the gospel of patriotic sentiment and brought a unity of effort for the building up of our common land may he continue to leave his impress upon his respective community, by standing for the right and battling for the uplift of the whole people.

The rural journalist of the present must be a business man, but he should not have the disposition to amass wealth too strongly developed if he expects to lend a hand in the real advancement and elevation of the community, a duty which will of necessity fall to the publisher who is honest and fearless in his chosen calling. There should be no shirking of the responsibilities, of being the leader and the real mouthpiece of the community. There are public questions of vital consideration in village, state and nation, for life is real and deadly in earnest to every man who is alive to the responsibilities of publishing a newspaper, whether the publication be in the humblest village or in the great centers of power and commerce. The country press is an educational force moulding public sentiment, but its measure of strength is largely gauged by its unselfishness, its departure from lines of narrowness, intolerance and bigotry. Rather than drift with the stream, the publisher should stem the tide, face the issues, stand for the truth, be governed by patriotic motives, yet above all, have sufficient charity to be square and honest with opposing factions or parties.

There is an inclination on the part of many rural publishers to belittle their own station in life, to carry the idea that they are having a hard time to eke out an existence. Such is not the case with the average publisher, in Minnesota at least. The publishers of the North Star State are on the whole making a little money to lay aside for the proverbial rainy day. They have learned to some extent the importance of the cost system, although not a great many of them have fully adopted it and placed it into practice. But at the same time you hear too much about rural journalism that is nauseating. There is no reason why the country editor should not be as well-to-do as the country merchant, the country doctor or the country lawyer. As a matter of fact there is just as great an opportunity of success in rural journalism as there is in rural business of any other line. Compared with the professions of law, and medicine, we are firmly of the opinion that a man as well equipped educationally as the average lawyer or physician can make more money in a country printing office than he can practicing law or traveling over muddy roads at midnight to answer to the calls of the afflicted. (And we want to say right here that if there is any man on earth who earns the coin of the realm which he secures, it is the country physician. Every dollar which he lays by is taken from his very heart's blood).

Governor Hanley, of Indiana, tells the story of one of the publishers of the Hoosier State that illustrates a point from which the publisher should steer clear. He was in one of the small towns of the state when he lost a valuable dog. He asked the landlord of the hotel if there was a newspaper in the town. The hotelman being a booster said: "Yes, right across the way there, back of the shoemaker's, the News, the best little paper in the state." The governor found the editor, the printer and the devil all busy doing justice to the importance of having a real governor in town. "I've just lost a dog," the governor explained, after introducing himself, "and I would like to have you insert an ad offering a reward of $50 for the return of the animal. It is a pointer and answers to the name of Rex. Disappeared from the hotel yard last night." "Why, we are just ready to go to press, sir, but we will be only too glad to hold the edition for your ad," said the editor. The governor returned to the hotel, but a few moments later decided to add a few words to the advertisement, and returned to the News office. The place was deserted save for the skinny, freckle-faced devil, who sat perched on a high stool, gazing wishfully out of the window. "Where is everybody," the governor asked. "Gone to hunt the dawg," replied the urchin without removing his gaze from the distant fields.

There are too many publishers who are hunting the dog instead of attending to the business in hand. They

are running after politics in the hope of securing the postoffice collar. They are gazing after distant fields instead of cultivating those at hand. Fawning at the feet of political tricksters instead of standing up to the dignified position which their calling justifies. The accepting of office weakens the strength of the publisher who again, following the line of least resistance, elevates the congressman, who has the bestowing of the coveted office, to a lofty position when he knows that he is unfit for the place and is misrepresenting the interests of his constituents

The possibilities of rural journalism are as limitless and as profitable as are those of the professions just mentioned. By this we mean that with equal tact, the same amount of education and like business ability there is no reason why the rural journalist should not be equally successful. His field of endeavor is just as broad and his possibilities for influence far greater, while his profits depend largely upon his business sagacity and the possession of sufficient backbone to defend the proposition that "the laborer is worthy of his hire."

Rural journalism, while not a new pursuit by any means, is in what might be designated as the budding age. Its possibilities are just being unfolded to the young men of the land and college men, who in the past have been inclined to turn up their noses at country journalism, are taking notice of the fact that the rural journalist is not only holding his place with men in other professions, but is in many instances, outstripping them. It is not only an honorable pursuit, but if properly conducted will furnish the wherewith to keep the wolf from the door, and form a competency for the age when one must lay aside the activities of life.

No man should enter into the newspaper business or take up the career of journalism with the thought that he is securing a sinecure. It is a business where work and toil travel hand in hand and there can be no let-up in looking after the little details, or relaxing in vigilance, if one is to acquire the success, that satisfaction, which comes from having contributed a man's part in making his little acre in the Master's vineyard brighter and better for those about him.

This oasis can only be reached by having a well defined purpose delineated upon the trestle board of life's ambitions. As the architect designs the contemplated castle or the mariner his course of passage, so the journalist must have ideals of character to which he will stand unshackled and unchained, free to express his honest convictions, not curving around every stump of doubt and skepticism that may be raised to block the course of true progress. In the words of another, "Doubts and fears should be rigorously excluded; they are disintegrating elements which break up the straight line of effort, rendering it crooked, ineffectual, useless. Thoughts of doubt and fear never accomplished anything and never can. They always lead to failure. Purpose, energy, power to do and all strong thoughts cease when doubt and fear creep in." If a matter is before the public for solution, espouse what is honestly believed to be the right side, and battle for a square deal for the people. This does not mean a neutral position in which the editorial page is dominated by the amount or class of advertising which may be found in the "ad" columns. If such should be the case, it would not take the apostles of special privileges long to know how to attain their ends. Although there are comparatively few publishers, in city or country, who will deliberately betray their constituents, there are those, however, who by the silence of their editorial columns, allow paid ads in the advertising department to dominate and influence their readers.

Rural journalism offers a field of possibilities in the upbuilding and development, not only of manhood and character, but of our respective communities. It is the rural paper whose editor comes in personal contact with the people that accomplishes the greatest results in securing a coöperation of the masses, for a conservation of the resources of the land. It is the rural journalist that contributes to the spirit of community interests and encourages the organization of farmers' clubs, the betterment of the highways, the tiling of lands where there is an over-abundance of moisture, the constructing of irrigating ditches through the country where water has to be conserved, etc., and as a result of all this endeavor, all this progress and advancement, the rural journalist is in the foreground of opportunity when his vision becomes a reality. But with the possibilities there comes the responsibilities, both weighty and important. While the spoken word may be forgotten the published statement goes on and on and no one knows its end.

The country press is the only publication that enters many a home. It is the educational force which influences the lives of the young people in that home, kindles their ambitions, fires their hopes and encourages them to look to the best in life and to take for their ideals those things which are high and lofty. What profession has a nobler work? Truly rural journalism stands as a sentry to warn of approaching dangers; as a leader, it is the dynamo which furnishes the illumination for the dark corners of ignorance and superstition and lights the pathway darkened by bigotry and intolerance, and as a chronicler of history, it records the truth, assisting in the upbuilding of every noble cause, contributing to the material welfare of every legitimate enterprise and industry, battling against vice and immorality.

The country newspapers as a whole are a constructive force working to bring about a higher state of civilization. They are a positive incentive to action and just as positive a force against wrong. By this we do not mean to say that there are no mercenaries among the country press. Just as in the time of Jesus Christ there was a Judas Iscariot to betray the Master, there are even today, in the ranks of journalism those who would betray the people for a few pieces of silver, but they are few and far between. We are glad to say it is a difficult matter to find among country journalists, men who do not recognize the responsibilities of their high calling, men who, rather than grow fat on the spoils of graft, would eke out an existence standing for the right. Neither do we mean to say that there are not limitations and shortcomings on the part of rural journalists. There are, but in all truth we can say with W. H. Davidson, managing editor of the Burlington, Iowa, Hawkeye, that, "The story of legitimate journalism in America is the story of sturdy manhood, unfaltering will, Christian fortitude, wisdom, charity and unselfishness. Characters containing such ingredients have been able to make that wonderful thing—American journalism—the fame of which is world-wide, the like of which does not exist in any other country.

Evidence of the journalist's influence for good is written across every page of our history since the founding of the first newspaper. As the country grew, journalism advanced, always keeping in the van of the country's development, always on the side of truth and justice, and ever the enemy of vice and corruption.

Thus the newspaper man worked out his own salvation and helped build up this magnificent country. The

pioneer editors on our early frontiers were sturdy, fearless and outspoken.

With all the attendant worries and cares, the frets and disappointments and the anxieties, there is over newspaper work, all the glamor of power, of accomplishment, which makes the newspaper man feel himself a king in the world of human endeavor that steels him for the fray, and that satisfies him in the accomplishment of his task.

If he be a true newspaper man all this uplift belongs to him by natural right. Once having felt the glory and power, once having scented the pungent odor of ink on paper and felt the thrill of a vivid human intelligence swayed by his printed words, he can never escape the fascinating thralldom which journalism throws about him."

* * *

THE SMALL NEWSPAPER AS A BIG FACTOR IN AMERICAN JOURNALISM

By Mr. O'Flaherty, New York, of O'Flaherty's Suburban List

Mr. President, Gentlemen of the Editorial Association, and Ladies:—

In response to an invitation from Mr. Tomlinson, the publisher of the Morristown, N. J., Daily Record, extended to me some time ago, I have come here today to address you upon the topic of the Small Newspaper as a big fact in American Journalism, and I would not have accepted the invitation if I did not believe, with all my heart and all my soul, that the newspapers published in the smaller communities of this country, are not what I claim for them in every detail.

I am going to prove to you before I get through that the newspaper of our smaller communities—dailies or weeklies—is not only a big but by far the biggest fact in the greatest institution of the United States today—the American newspaper.

In order to get the American newspaper of today in its proper prospective and give it its proper setting, I have taken the trouble to look into the origin of the newspaper idea and will therefore glance briefly at the history of its rise and progress in China and Europe, together with its beginnings in our own Colonial period and its development from that time to the present hour.

The Chinese claim that they had some faint glimmering of the newspaper idea as early as the Christian Era on the ground that the art of printing was then already known to them. They claim to have issued their first newspaper, the Pekin Gazette, as early as 618 A. D., and give unquestioned proof that they issued this paper regularly as their daily in 1340 A. D., and they still issue it as a daily, as the official organ of the Chinese government.

Coming to the Western world, we find that the Roman Imperial Government, beginning, it is claimed with Caesar, posted a small daily bulletin in the forum which aimed to give to the citizens of the Roman capital the news of the Empire as the government of the day chose to give out. The name given to this bulletin was The Acta Diurna, and the greater part of its contents was devoted to the happenings in the city of Rome, the capital of the Roman world and the center of its administration. It recorded the progress of the Roman Imperial arms, told of trials and the judgments of the courts, and promulgated such decrees of the Senate as the reigning emperor chose to have enacted. Of this curious bulletin only one copy is known to be in existence, and that is in the archives of the Vatican. If we were to examine it we would probably reject with scorn the notion of a resemblance between this brief, but succinct bulletin and the breezy, profuse newspaper of today. Yet here, in its crude way, is the newspaper of today in embryo.

It was one hundred and sixty three years after the invention of printing before a regular collection and publication of news, even in the crudest form, began, and it was not until the year 1615 that the first newspaper in Europe, the Frankfurter Gazette, was established. It was soon followed in France, but the French newspaper, in something like its modern form, begins with the French Revolution, and today the French are inveterate newspaper readers.

The first English newspaper appeared in 1622. The first Scottish paper in 1660 and the first Irish newspaper in 1685.

The first American newspaper appeared in Boston in 1690 and died with the first number, and it was not until 1704 that the first American newspaper which lived, appeared in Boston. This paper was called the Boston News Letter, and for fifteen years it continued to be the only newspaper in America. A rival appeared in 1719 and in the same year there appeared in Philadelphia the first newspaper published in this country outside of Boston. From that time onward the fashion of starting newspapers in the colonies spread rapidly, and in 1721 James Franklin, brother of our own much beloved and celebrated Ben Franklin, started a paper in Boston, on which Franklin wrote and for which he worked. In 1725 William Bradford founded the first newspaper in New York. Maryland followed with one in 1727 and South Carolina and Rhode Island both came into line in 1733, Virginia, in 1736, North Carolina and Connecticut both in 1755, New Hampshire in 1756, and Georgia finally joined the procession in 1765.

Before the close of the year 1765 forty-three papers had been established in the colonies. 1 in Georgia, 4 in South Carolina, 1 in Virginia, 2 in Maryland, 5 in Pennsylvania, 8 in New York, 4 in Connecticut, 3 in Rhode Island, 2 in New Hampshire, and 11 in Massachusetts.

Nearly all of these Colonial papers were issued weekly. Many of them were on diminutive sheets and all of them clung for a long time to the prudent practice of publishing only news and advertisements, abstaining from the audacity of an editorial opinion or disguising that dangerous luxury under the caption of pretended letters from correspondents. As a matter of course, news from Europe — when it was to be had — and especially news from England, occupied a prominent place in these little Colonial papers, but necessarily the affairs of its own colony, and next of the other colonies, furnished the principal items of interest. Then it was that American journalism, though feeble, sluggish and timid, began to lift the people of each colony to a plane somewhat higher than its own boundaries, to enable them by looking abroad, this way and that, upon the proceedings of other people in this country and upon other interests as precious as their own, to correct the pettishness and selfishness of mere localism in thought. Colonial journalism was, therefore, a necessary and a great factor in the slow progress of Colonial union.

Besides this Colonial journalism soon became, in itself, a really important literary force. The instinct

of critical and brave debate was strong even in those puny editors and kept struggling for expression. Moreover, each editor was surrounded by a coterie of friends of intellectual power and a propensity to utterance, and these constituted a sort of unpaid staff of editorial contributors who, in the form of letters, essays, anecdotes, epigrams, poems, lampoons, etc., helped to give vivacity and even literary value to the paper.

James Bach McMaster, the great historian of the period ending with the Revolution and beginning with the Civil War, says that forty-three newspapers had come safely through the long Revolutionary struggle who published the joyful tidings of peace. With a few exceptions these papers were all printed in large towns and news which depended on them for circulation was in much danger of never getting fifty miles from the editor's door. The dearth of news was therefore necessarily great, as almost every means of collecting and distributing it with which we are familiar in this generation, was unknown to our great-grandfathers. The publishers of these newspapers did exchange them with one another as a matter of course, but they were not accepted by the postoffice as mailable matter and it was only by rewarding the post riders that a place was made for a dozen copies in the Portmanteaus containing the letters. Even then, in reaching New York the Boston papers were usually nearly a week old and if they had to be carried to Charleston they would be in that City twenty days or thereabouts after the date of publication. The privilege of being sent through the mail was first extended by Act of Congress to the newspapers in 1792, and Timothy Pickering, the Postmaster General of the day, estimated that the entire annual circulation of all the newspapers in the United States at that time amounted in the aggregate to a grand total of about four and one-half million copies, and that no paper then published had a circulation of quite 3,600 copies.

It may be interesting to note at this point that the only effort ever made in this country to legislate against the freedom of the press was made during the administration of John Adams, in 1798, through the Enactment of the Alien and Sedition Laws, and that the outcome of these restrictive and oppressive measures was the political extinction of those who were responsible for their enactment and enforcement. It is estimated that when these laws were in operation there were about 200 newspapers in the country.

Digressing briefly at this point, it is exceedingly interesting to look back and visualize, if we possibly can, the occurrence which took place in the English House of Commons when Edmund Burke, in one of his great speeches, said in the course of his remarks: "That we find three estates now represented in Parliament," then pointing to the reporters' gallery, he thundered, "But yonder there stands a fourth estate greater than all the others." The verdict of history is that Edmund Burke was one of the greatest men of his time, a wise and far-seeing statesman, who looked upon the progress of the world from a broad and liberal point of view, but when he uttered those memorable words, it is not conceivable that in the wildest fantasy of his imagination he could have dreamt that his prophecy in relation to the growing power of the fourth estate was to find its fullest development in the infant republic just founded after long years of agonizing struggle, far across the broad Atlantic, the very foundation of whose enduring structure was to be laid on the solid rock of civil and religious liberty, but the keystone of which was to be the freedom of the Press.

And now we come to the point where we have to ask, what is this mighty engine of modern thought and life, the Press, the youngest and the greatest of our intellectual forces, which we note with wonder is waxing stronger and more powerful as the years go on?

The newspaper, then, what is it? In looking for a definition let us hear what some of our great men concede it to be, and then let us add our own definition and then some more, and yet we will be doubtless far from saying all that can be said about it. Thomas Jefferson says: "I would rather live in a country with newspapers and without government, than in a country with government but without newspapers."

Bowring, on the Fourth Estate, says of the power of the Press:

> Mightiest of the mighty means
> On which the arms of progress leans,
> Man's noblest mission to advance,
> His woes assuage, his weal enhance,
> His rights enforce, his wrongs redress—
> Mightiest of the mighty is the press.

Ebenezer Elliott, the Corn Law rhymer, said:

> The press all lands shall sing
> The press we bring,
> All lands to bless;
> Oh, pallid want, oh labor stark,
> Behold we bring thee second ark
> The press, the press, the press.

Dilating in his inimitable way on the ubiquity of the reporter, Scotland's best known and best beloved poet, Robert Burns, said:

> Here land o cakes and drither Scots,
> Frae Maidenkirk to Johnny Groats;
> If there's a home in a your coats,
> I rede ye tent it:
> A chiel's amang ye taking notes,
> And faith he'll prent it.

The brilliant Richard Brinsley Sheridan, speaking of the growing power of the Press in his day in England at the time of the most unparalleled political corruption, said: "Give me the liberty of the Press and I will give the Prime Minister in power a venal House of Peers; I will give him a corrupt and servile House of Commons; I will give him full sway of the patronage of office; I will give him the whole host of ministerial influence; I will give him all the power that place can confer upon him who purchase up submission and overawe resistance. And yet, armed with the liberty of the Press, I will go forth to meet him undismayed. I will attack the mighty fabric he has reared with that mightier engine, I will shake down from its height corruption and bury it amidst the ruins and the abuses it was meant to shelter."

Henry Ward Beecher said of the newspaper of his day in this country that: "In the United States every worthy citizen reads a newspaper and owns the paper he reads. The newspaper is a window through which men look out on all that is going on in the world. Without a newspaper a man is shut up in a small room and knows little or nothing of what is happening outside of himself. In our day the newspaper keeps pace with history and reports it. A good newspaper will keep a sensible man in sympathy with the world's current history. It is an ever unfolding encyclopedia, an unbound book forever issuing and never finished."

We might go on multiplying these excerpts, but those

I have given you are sufficient for the purpose of showing how some of the keenest intellects look upon the newspaper as one of the greatest weapons forged by man for his intellectual and material development, together with being the most powerful of all human agencies for the safeguarding of man's liberty.

The growth of a nation can be traced by the historical epochs which mark the stages of its development. As the growth of the American newspaper reflects, as in a mirror, the progress of the development of this country during the Colonial and Revolutionary days as well as during the great formative periods which have intervened from the time of the winning of our independence to the present hour, and to keep the records straight, it is fitting that we trace these epochs of American journalism throughout these periods. In doing this I have availed myself of the very excellent work of Henry Hudson on Journalism in the United States from 1690 to 1872, from which time to the present I have added a definition of my own covering the period of from 1872 to the present day.

The American Newspaper first period—the first newspaper, 1690-1704.

The American Newspaper second period—the Colonial press, 1704-1755.

The American Newspaper third period—the Revolutionary press, 1755-1783.

The American Newspaper fourth period—the political party and religious press, the agricultural press, the sporting press and the commercial press, 1783-1833.

The American Newspaper fifth period—the transition press, the cheap press, 1833-1835.

The American newspaper sixth period—the independent press, the telegraph press, 1835-1872.

The American newspaper seventh period—from the time last mentioned by Mr. Hudson, 1872, to the present time may be properly termed the period of greatest expansion, an expansion which has been largely accelerated by the invention of the Linotype and the reduction in the cost of papers. The introduction of the Linotype, the improvement of the presses, the use of the matrix and other mechanical devices in the printing art, have practically revolutionized the production of the newspaper by enabling it to print a vastly greater amount of news and add many illustrated and other features which gives the reader many times more reading than was formerly given by the newspaper when its field of activity was limited and its news-gathering facilities were narrow and confined.

The first daily newspaper in America appeared in Philadelphia in 1784, and the next in the city of New York in the following year. From that time to this there has been established in this country as it grew in population, wealth and power from year to year, a lengthening chain of newspapers, daily, semi-weekly and weekly, until we find that Ayres' Directory for 1915 gives us the following colossal classification of publications issued in the United States:

Of daily newspapers we have 2,661.
Of tri-weekly newspapers we have 74.
Of semi-weekly newspapers we have 662.
Of weekly newspapers we have 17,382.
Of fortnightly publications we have 63.
Of semi-monthly publications we have 314.
Of monthly publications we have 3,224.
Of bi-monthly publications we have 72.
Of quarterly publications we have 244.
And of miscellaneous publications we have 30, giving up a grand total of 24,274.

The population of the United States is estimated to be about 100,000,000, which will allow one publication for about every four thousand and a fraction of the population. The population of the United Kingdom of Great Britain and Ireland is about 40,000,000, and the number of publications there is 4,799, which would allow one publication for every eight thousand and a fraction of the population, showing that the next great newspaper reading country in the world to ours supports only just one-half as many publications proportional to its population as we do.

The standing of the newspapers in this country varies immensely in circulation, quality and character. Many of our great dailies have an immense circulation but little character as a newspaper and little quality to its circulation. This brings us then to an analysis of the place of the great dailies of our large cities in the newspaper world of America today.

It is true that the great dailies of our large cities are the greatest gatherers and distributors of news in the world and that they publish more and a greater variety of news than the newspapers of any other country. They are copiously and handsomely illustrated and have added to their makeup a multitude of interesting features. In many respects they are far better newspapers than their predecessors of a generation or two ago. But too many of them, alas, have become yellow in streaks if not all over in their eagerness to get circulation by sensational methods, and circulation is what they value above all things—above character and above principle.

From a moral point of view it is unfortunate that so many of them give so much space to the doings of the divorce court and sandwich their society news with the salacious titbits and scandals of the day, and too frequently publish the picture of the woman in the case in a prominent page for the purpose of giving greater zest and piquancy to the story.

With increased circulation and greater prosperity from their advertising columns with few exceptions, I am sorry to say, our large city dailies have become commercialized to a degree. It is surprising to note how utterly impersonal these great city dailies have become and how few of their readers know or care anything about the men who conduct them. Their readers seem to look for nothing in them but the news of the day, or some interesting feature. On any of the great questions of the hour they wield no influence whatever on their readers. Their editorials are not taken seriously because it is realized that with some few—alas too few—notable exceptions, these newspapers are working for the plunderbund alliance of crooked business and crooked politics. The great influence formerly exercised by our large city dailies seems to have vanished in the ratio that they have lost their Bryants, their Greeleys, their Bowens, and their Nelsons, who, by force of their sturdy and upright personality and intellectual honesty profoundly influence the readers of the day. That this kind of leadership in the newspaper world can yet be wielded and that the fundamental conditions underlying the publication of our newspapers has not altered materially is shown in the case of the Chicago Tribune under Medill McCormick, the Philadelphia North American under E. A. VanValkenberg, the New York Evening Post, under Henry Villard, and the Kansas City Star, under William R. Nelson, whose recent demise leaves a void in honest, upright, favorable and intelligent American journalism not easy to fill.

To be perfectly frank about the place of the large

city dailies in American journalism, it must be said that the public is profoundly convinced that the vast majority of them lie under the grave suspicion of being under the control of the predatory interests and far too friendly with the forces which are always opposed to the public welfare.

With all their failings and weaknesses, however, from a moral point of view, it will be freely admitted that the large city dailies as mere purveyors of news, are a great success and for that reason alone fill a large and important place in American journalism.

Nothing can be clearer to my mind, than that these large city dailies have deserted the popular cause and have left this work almost entirely to the small daily and weekly press, and it should be observed right here that the small daily and weekly press has not usurped this place or taken it out of the hands of the great dailies because, with few exceptions, they have always defended these rights and it seems to be their proper place as it has been from the beginning.

In the philosophy of life we find ourselves easily following what appears to be a very natural law in being more interested in the things which are most familiar to us than in those from which we are more or less apart or know but little of. For instance, no one living in the city of New York is interested in the local happenings of Boston, or Chicago, or Philadelphia, or elsewhere and vice versa. One's horizon of interest—except for some special or some specific reason, is bounded by the happenings of one's neighborhood. Now, it will be acknowledged that this law operates with more concentrated force in a small community, and the smaller the greater. And thus we find that the resident of the small community reads with more avidity his home paper than any other and goes through it with an eagerness and an intensity which he gives to no other newspaper whatsoever. Though the home paper may consist of but four or six pages, yet in his eyes it is larger than a large city daily with its sixteen to twenty pages, and while not uninterested in what is happening the world over, still the particular world he is the most interested in, is that of his own community whose happenings are chronicled for him in the pages of his home paper. There he finds what he can find in no other newspaper whatsoever—the neighborhood occurrences of all kinds, social, political, religious, sporting—everything in fact of a community interest in which and for which his soul craves. And it is to appease this craving on the part of the resident of the small community that the small daily or weekly finds a reason for its existence and it is in the measure in which it gives this news that it is strong or weak.

The world moves forward steadily on the road of progress. Things which our great-grandfathers or grandfathers or even which the fathers of many of you present here never dreamt of even in the nature of luxuries are commonplace necessaries today. The kind of reading which the newspaper reader was satisfied with some generations ago or even one generation ago, will not satisfy the newspaper reader of today. He must have more news than ever before, and he wants it less ponderous than it used to be. He wants more of it in a lighter vein, for the average modern American has a keen appreciation of a good story garnished with the attributes of wit and humor more than any other people in the world with the possible exception of the Irish, and this may be accounted for to some extent by the strong infusion of Irish blood into the virile veins of American life.

The average American of today wants to get his news straight. He does not like to get it through the colored glass of prejudice or partisanship. If he is a Republican he wants to know the truth about the policies of the Democrats or the Progressives and vice versa, so that he may vote intelligently upon the problems of the day. In this relation it should not be overlooked that many men of independent minds—and this class of men is increasing by the million among us—have been turned away in disgust from the political party they used to vote with by the blind partisanship of the party organs they used to read until they discovered that they were misrepresenting the vital facts of some great public questions. It seems to me that the moral of this phase of newspaper publishing is so clear and simple that "he who runs may read." Violent partisanship which impels a newspaper to misrepresent the facts is not an asset in the present temper of the American people. On the contrary, it is most decidedly a most serious detriment and drawback. We live in a progressive age and the small paper, daily or weekly, which will not keep pace with the progress of the times must pass and give way to those who will. Of this nothing can be more certain, it must take its opportunity or give way to the one that will. Its opportunity comes in making itself indispensable to its community. It must lie close to the hearts and lives of its readers, and the closer the more indispensable it becomes. To do this, it must show by its policy that it possesses both a heart and a soul. It must stand for everything that is honorable, decent and progressive in its community, no matter how much the interests that are opposed to these things may, by financial or other means, endeavor to influence it the other way. Scandals may happen in small, as well as large communities, but the editors of those smaller papers should remember that the public morals are not improved by enlarging unduly upon them.

Never lose sight of the fact that the community you publish your paper in, small as it may be, is a little world in itself, and moves with the same interrelation of interests which operates and moves the most populous centers. It has its business, which is self-interest, its politics which is everyone's interest, its society and sports which are recreation interests, and its religion which is idealism.

Give your community the news of all happenings in these four lines of interest and you will make a newspaper which is absolutely indispensable to every soul residing therein.

Religion is idealism and the church therefore is a symbol of ideals and morals, and by giving all the prominence you can to the news of the churches of your community, you will help to make that symbol a reality. Your paper being the community record and reporter, should encourage in every way within its power the developments of religion, not of any particular sect or creed more than any other, but religion of all sects and creeds.

This is no place to philosophize on the virtues of Christianity or the influence it has exerted on the evolution of civilization, and I give only my individual opinion when I say that the great war now raging in Europe does not in any way demonstrate the theory of Christianity. To my mind it simply demonstrates the failure of mankind to wholly, as yet, absorb the teachings of Christianity.

Time and again I have been asked if the existence of the small community paper is not menaced by the danger of the great dailies of our large cities in their endeavor to reach out farther and farther from their base through the better facilities of their distribution because of more rapid transportation and improved mail service, coming into their territory and dislodging them from their place. It is foolish, futile and unwise to underestimate the strength or power of an opponent, but I can say that, from a fairly intimate personal knowledge of the dangers facing the small community papers from the encroachment of the great city dailies, that they need have no fear that they can drive them out of existence if they cover their own field in a way that makes them indispensable to their community. I can speak with some authority on this point, for the reason that I am familiar with the newspaper situation in what may be very truly considered the greatest danger point in relation to this condition in the United States, and that is in the newspaper situation in the City of New York as well as in the suburbs of New York.

In the City of New York there are seven leading morning dailies published in English with an average circulation of about 1,200,000 copies, which is increased on Sunday to about 1,750,000, and there are ten evening dailies in the City of New York published in English with a claimed circulation of nearly 2,000,000 copies.

In the suburbs of New York, a territory covering about 600 square miles, all of it lying beyond the municipal boundaries of the City of New York, there are 45 to 50 daily newspapers and from 175 to 200 weeklies. And thus we see that right in the shadow of the metropolis of the Union, the greatest city in many respects in the world, that the small community papers live and flourish, and the reason is that they publish the news of these communities which the people residing therein must have, for a line of such news they cannot, of course, find in the great metropolitan dailies.

There is, however, in my opinion one way that the large city daily can do harm to the small community paper, and that is where the publisher of the small community paper may endeavor to follow the example of the great daily in the use of features to the exclusion of news of his community. Now the news of its community is the very life-blood of the small community paper, and if its publisher should eliminate any of it to make room for features, he would be undermining the foundation of the structure on which the life and prosperity of his paper is built. Features have their value if carefully selected, but they should never have local news excluded to make room for them.

And now, gentlemen, I want to say to you with all the emphasis that I can put into words, that the destiny of this great nation lies almost entirely in your hands. The great dailies of our large cities, with a few notable and splendid exceptions, have ceased to lead public opinion and have left it to you to defend the popular interests, to fight the never-ending fight for popular rights and the honest and economic administration of the government.

I would not make the claim even before this assembly of small newspaper publishers to please you by saying that all the publishers of small dailies and weeklies are angels and stand like rocks against the predatory interests. But I do think, however, that every one who studies the newspaper situation in the United States will agree with me when I say that I can safely claim that the great majority of the small papers are above and beyond the control of the interests, and that those which are under such control are small in number as compared with those of our large city dailies entirely controlled by them.

To my mind the publisher of the small paper should be the most important personality in its community If he is progressive in his ideas he can drag the community out of its inertia into progressive ways. He should be a leader in all and everything which stands for the public good. If he finds rascality anywhere in power in the administration of public affairs in its territory, he should smite it hip and thigh and keep on smiting it until he has utterly demolished it. He should take heed of the fact that the day of the party organ is rapidly—yes, very rapidly—passing away. It is all the more necessary that he should take heed of this fact through the knowledge which must be borne in upon him every day that the day of machine politics is passing throughout the entire nation. In every state in the Union, in every large and small city and every community the bells are tolling for the death and burial of crooked party machinery and crooked party politics.

Of course, like the poor, the politicians you will always have with you, but in the future the kind of politicians in your community are going to be the kind that the people, guided and inspired by your newspaper, will make them.

Keep clearly in mind the fact that the newspaper of the future which will rise to the highest point of popularity and prosperity, and do so because it will deserve it, will be the independent newspaper, controlled by no other consideration than the determination to make it fearless in its fight for honesty and uprightness, but never neutral in its fight against the forces of evil.

Gentlemen, take home closely to your hearts the fact that the prosperous newspaper of the future is going to be a clean newspaper. That it will not do for it to be clean and wholesome in its editorial and news policy and degenerating in its advertising policy. That it will not be publishing uplift matter in one column and in the next an advertisement of something degrading and defiling. That it will not run fake, false or degrading advertising of any kind, in its columns, and will soon find out that reputable advertising will come in greater volume when it does not. In this connection, I think I can prophesy that within a reasonable time the advertising organizations of this country will get rid of all kinds of noxious and misleading advertising. The prosperous newspaper of the future will be an uplifter, standing for everything that is good and smiting everything that is evil. It will give less space to scandals and far more to clean and interesting matter; it will play a square, open game in politics, giving the news straight, staunchly standing all the time for government of the people, by the people and for the people.

Gentlemen of the smaller press, as a parting word, I would say to you that you should realize that you are all the time on the firing line of civilization and that to carry out to their full fruition the end and object of your career as honorable and successful publishers, you must own your own souls with all the significance that that expression implies. Publish your newspapers with a consciousness that you are the guardians of the political, the material and the moral interests of your community. Do this with all the energy, uprightness and intelligence you possess, and you will come to your reward.

A STATE EDITORIAL ASSOCIATION THAT DECLARES ANNUAL DIVIDENDS TO ITS MEMBERS

Alva A. Swain, Secretary Colorado Editorial Association

Newspaper men like all others like to know that they are given a dollar's worth of value received for every dollar expended.

It is not enough to collect a two dollar membership fee and then forget the man who pays it until the time comes to collect the next year's dues.

The member of the Association must be constantly reminded that those in charge of the affairs of the organization have not only himself but his business in mind.

Having reached this conclusion the question naturally arises how can this be done. Your speaker can only respond for the Colorado organization and its more recent history. But if there have been any events in the life of our organization that will be of mutual benefit to the press generally, those events are gladly described.

Four years ago Colorado had approximately 375 papers, and there were 82 members in the editorial organization. Today there are 430 publications and our association membership numbers 352. The growth has been healthy and steady. We charge two dollars per year or $5 for 3 years, and furnish our members with a membership card, which card by reason of the standing of our organization in the state, will admit the holder thereof to the visitors' courtesies of any fee membership club or organization in the different towns and cities in Colorado. Many are paid to December 31st, 1918-'17-'16.

It is my opinion that the active officer of a state editorial organization should reside in the capitol city of the state. There are so many questions that arise daily in a newspaper office pertaining to state government appointments, politics and other matters on which the editor needs information. If the active officer of the state organization resides in the capitol city and the paper is a member of the state editorial organization, the editor can write and ask for the information, feeling that he is entitled to get it. In our organization the secretary seldom sees the day close that from one to as high as twenty such letters have not passed over his desk.

The editors of Colorado know that any information they may ask concerning state or other matters pertaining to the capitol city and the interests of their subscribers will be promptly answered.

Again the active officer of the state association should be an employment bureau for the boys up state. Any editor can call on the Colorado secretary for a reporter, copy reader, advertising man, machine operator, circulation manager, or any other employe with the assurance that the needed employe will be found and furnished and with the further assurance that such employe, when furnished will be sober, industrious and a respectable citizen in the community. The Colorado Editorial Association has furnished its members with dozens of employes without charge to either party and so far as its secretary knows not one of the men so furnished has brought discredit on the paper to which they were sent. This because the secretary ascertained who they were before he sent them out. Today the secretary has on file a list of applicants for positions that would equip any modern newspaper plant such as is represented at this meeting with as an efficient force as any of you gentlemen meet each pay day. Again the active officer in a newspaper association should have his office as headquarters for the newspaper men of the state. They should feel at liberty to get their mail, meet their friends and in short make his office their capitol city rendezvous.

So much for the smaller things.

The active officer in an editorial association should know the political, commercial, educational, religious, and in fact every life of his state like a book and should be able to cash in on that knowledge to the financial benefit of the organization. To illustrate: When the great coal strike started in Colorado three years ago, Mr. Hosmer as a member of our executive board and your speaker went to the corporation and labor leaders and induced each of them to set aside a publicity fund. We quoted them rates which included every paper in our organization with the result they bought space the same as our dry goods companies and other merchants and told their own stories to the public. The papers marked the space advertisements. Over thirty thousand dollars were spent by the two sides to the controversy in space advertising at regular rates during the life of that strike and every member of our organization received far more than the cost of his dues for the time it was on. Right here let me say this. The officers of our organization protected the labor and corporation leaders against unfair and high rates. We were as careful to see that no member raised rates or milched the publicity men as we were diligent in getting the business. The same attention is given political advertisements. It was formerly the custom of state chairmen to spend their publicity fund with the big dailies. The officers of the Colorado Editorial Association have convinced our state and county chairmen that they should divide their publicity fund among all membership papers regardless of politics. Last year while the publicity fund was limited, still every organization paper got its part. Similar was the expenditures of the candidates for political, for state officers and of the friends and enemies of the constitutional amendments and statutes submitted for popular vote under the initiative and referendum. The association officers induced all to divide their publicity fund among all papers, with the result that something like a total of $20,000 was divided among association members last year for this source. Again the officials of the organization protected the purchasers of space against exorbitant rates.

In commercial advertising the association has a regular advertising agency. This agency secures the business, divides it among the papers according to the wishes of the advertiser and charges a commission of 20 per cent. This feature has not been the success we have wished, largely because there are no large firms in our state doing state-wide advertising at the present time.

Perhaps the greatest amount of work done by the Colorado Editorial Association has been in the legislative field. In our state we have the initiative and referendum amendment to our constitution. All measures submitted to the people in Colorado are published in one paper in each county four times. Three years ago this cost was $119,000. Last year it was $47,000. Our association has so handled this that a proposed law having for its object the installation of the Oregon pamphlet system has been voted down at two different elections by the people. Our asociation induces all the editors to run comprehensive reviews prepared by the secretary of all bills submitted so that their readers are fully informed upon what they are voting.

In return our legislative committee sees to it that the newspapers are paid the regular legal rates of 84 and 48. We have succeeded in having legal printing laws adopted that return thousands and thousands of dollars annually to our papers, but on the other hand we have labored just as hard to put the fake advertiser out of business. It has not been a get-the-money fight that our organization has made. It has been a fight to put the newspaper business on a legitimate basis. The Colorado Editorial Association has led the fight to place the blue laws on our statute books and make it a penitentiary offense to advertise that which is not. The members of our legislature and our state officials soon learned that all the association wants is what is right and when they learned that, our officials were called into all committee meetings and all conferences of state officials on matters pertaining to publicity.

Again our association stands for the upbuilding of the state. Its officials are consulted by state officials and leading citizens on matters non-political and after a program has been agreed upon the association officials ask the members to coöperate, and their request is usually complied with. The officers of the Colorado Editorial Association have tried to make the association a force and a power for good in the state. The Association has been managed on a non-selfish, non-political, non-religious basis, we having in mind the recognition through work accomplished of the respect to which such an organization is entitled. Neither has the social side of the organization been forgotten. We hold two meetings annually. These meetings are devoted partly to association business and partly to enjoyable features. Our business meetings include discussion and papers of interest to newspaper men. Our social features are varied. Usually we are the guests of our friends. In order to give you some idea of the relation we hold with the life of our state may I say the lunch that was served you on the train between Colorado Springs and Denver was furnished and served by the Denver Manufacturers' Association as a compliment to our organization. While you were in the street cars and autos from Denver to Lookout Mountain and return you were the guests of the City of Denver, that city paying all the expenses of transporting you to and from Denver, and the trout fry and army dinner served you by the Colorado National Guard boys at Golden was provided by the State of Colorado. The Governor of our State mingled among you there, just as a plain citizen he helped to entertain, and so did many of our state and city officials, and many of you never knew who they were.

Such entertainment is common to our editors and when our city and state officers and business men learned you were to sojourn among us they gladly contributed their mite and their work through organization to make your stay pleasant.

Our by-laws provide that all newspaper owners and editors are members. We impress them with the idea that they are members whether or no. After writing an editor three times, telling him he is a member by reason of the fact he had the nerve to break in among us, if he does not send the two dollars we proceed to draw upon him through his bank for the amount. The first year the present secretary tried that drawing stunt he got called everything from a devil to a two-bit grafter. He drew on 187 all at once and got one hundred and eighty-seven dollars worth of fun out of the experience. If he remembers correctly, twenty-seven honored the draft and the rest used two dollars worth of space on the secretary's nerve, but a few of the old faithful supported the secretary and his drafts, and before the year was over fifty-three of those who had been wasting time, ink, paper and space on the gall of the secretary sent in their two dollars and became good, active booster members. Now, those who do not send in their membership fees by the middle of April know they will get to honor a draft and nothing is thought of it, and they honor them. In addition to the membership card I spoke of at the beginning we have stimulated interest in the organization through a special design which makes a beautiful button, an attractive setting for cuff links or a special design for a seal ring, and our members wear these ornaments and are proud of them. While the membership fee is two dollars per year, we follow the system of making assessments against the members who are financially benefited by the work of the officials. The assessments are gauged according to the amount of financial benefit derived by the person to be assessed.

Our association urges its members to work in harmony rather than in competitive quarrels. We preach the doctrine of maintaining good but not exorbitant rates. If there are more papers in a town than the business will support with profit we try to bring about the elimination of one. In doing this we work not only among the newspaper owners, but we urge an understanding with the business interests that if the remaining papers give good service at reasonable rates no proposed additional paper will be supported. In other words the business men are induced to agree not to support any additional publication.

Our state organization settles local disputes among its membership. If two newspaper men of the same town get into a rate cutting contest, one or the other will phone or write the secretary in a very short time, criticising his rival. The officers of the organization immediately get all the facts possible and proceed to arbitrate. Oftentimes the matters can be adjusted by correspondence or long distance telephone, but if they cannot, the distance is never too great for the secretary and the chairman of the executive committee or the president to go and meet in conference to adjust all differences. The only promise we exact before going is the written assurance from both parties to the controversy that they will abide the decision of the officers. The editors in the controversy are given the opportunity of stating their cases together. The officers then draw a written agreement for both to sign. It would be well to say though that agreements have invariably been reached in the conferences.

Is the plan successful, you ask? I would answer that there is only one town known to the officers of our organization in Colorado where a newspaper fight is on, and two of the three parties interested have asked the officers of the association to come and adjust that dispute.

There is always a contest over the distribution of legal and public advertising. As a rule, the largest county seat paper of the faith of the political party in power gets all the patronage of the county officials, while the same condition prevails in the capitol city with the largest paper of the political faith of the state officials. Our association works through the state and county chairmen to have the legal printing distributed among all papers of the same political faith as the party in power. The secretary of our organization is a stand-pat Republican, yet he worked just as hard to have the legal printing of our state and individual counties distributed among

all the Democratic papers as he knew how when that party was in power, and likewise is the chairman of our executive committee, who is a Democrat, working now to have the legal printing distributed among the Republican papers, that party being in power at the present time in the state.

Our state government expends several thousand dollars per year for letterheads, envelopes, blanks and other samples that can be printed in any job office in the state. Likewise does it advertise defunct corporations, civil service examinations, primary and general elections, etc. This class of business usually goes to some big job plant at the capitol city or to some big daily in the capitol city. Our officials see that this work is divided among the job offices in the country towns and among the small dailies. Part of this work is by competitive bidding, but there are many supplies that can be distributed over the state, just so the price is the same as the bid. Likewise can much of the public advertising be distributed. The country editor whose job office turns out a "job" for his state thinks more of his government, and his party and if his editorial organization secured the work for him, of that organization than he did before the work was sent him.

A business grows according to the attention that is shown the customers. A state editorial organization is nothing more nor less than a business, and it will grow just as the officers pay attention to those who should be its customers.

The officials of our organization serve without pay. Neither do they accept commissions from the papers financially benefited or salary from the corporations or others whose money they expend.

At first it would seem that some salary should be paid for all the work done, but just as soon as a salary is fixed this commercializes what otherwise is a pleasurable task. As soon as a position becomes commercialized just that soon does it become the competitive prey of every salaried publicity agent and organization man in the state. The fact that the officials receive no pay and accept no commissions soon becomes known by the men of affairs in the state and this aids in commanding respect for the association.

In short, gentlemen, the Colorado Editorial Association believes in the principle that it should command as much or more respect from all classes of Colorado citizens as any other organization in the state, and that it should be a living, working vital factor in the daily history that is written in each succeeding event, and it commands that respect and is that factor because it is managed on the square toward everyone and its membership is compelled to respect the respect of our citizens.

What has been done in Colorado can be done in every state in this union. What can be done in every state in the union can be done by this organization nationally. There are national questions just as vital to the National Editorial Association as there are local questions vital to the local organization. The experience of the Colorado Editorial Association officials lead them to believe that it is not a Utopian dream to think that some time our national organization officials will be called into conferences on matters pertaining to nation-wide policies. That they shall be consulted and listened to with serious consideration on legislative matters pertaining to honest publicity and interstate advertising. Why shouldn't it be a reality? The combined press of this nation is the greatest world-wide power known to man. Do we admit none there be who can combine it? I for one do not believe it. The real success of this organization is in the realization of just that achievement. Show the individual newspaper owners of America that the organization has their interests at heart and show the men of affairs commercially and politically that the organization will protect them against any unscrupulous member we might chance to have amongst us, and the Utopian dream will have become a waking reality.

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PUBLISHING A NEWSPAPER IN A TOWN OF TWENTY INHABITANTS

Miss Fae Stanley, Keota, Colo.

This is not a plea for more newspapers. Too many country communities have papers they do not properly support; and many a larger town has two or three, when one would be amply sufficient, and all that the field would justify. However, there may be conditions which warrant the publication of a local paper in a town as small as Keota, or some of the other stations in eastern Colorado.

Keota News was established about four years ago. It is still in the class that the old George P. Rowell Directory would describe as JKL. But it has been welcomed weekly by a large proportion of the three or four hundred people who call Keota their postoffice, and by others who having gone elsewhere, are still interested in our community progress. The returns, while not such as to invite a rush of printer-editors to similar communities, have most of the time equalled a reasonable wage, and part of the time afforded what might be figured as profit. The principal revenue is derived from homestead final proof advertising, with lesser returns from subscriptions, commercial advertising, and job printing. It has been an important factor in providing desirable publicity for its community. Our stories are rewritten, with embellishments and published without formality of credit in the county seat paper; and from there frequently go to the Denver dailies, and occasionally into the press reports.

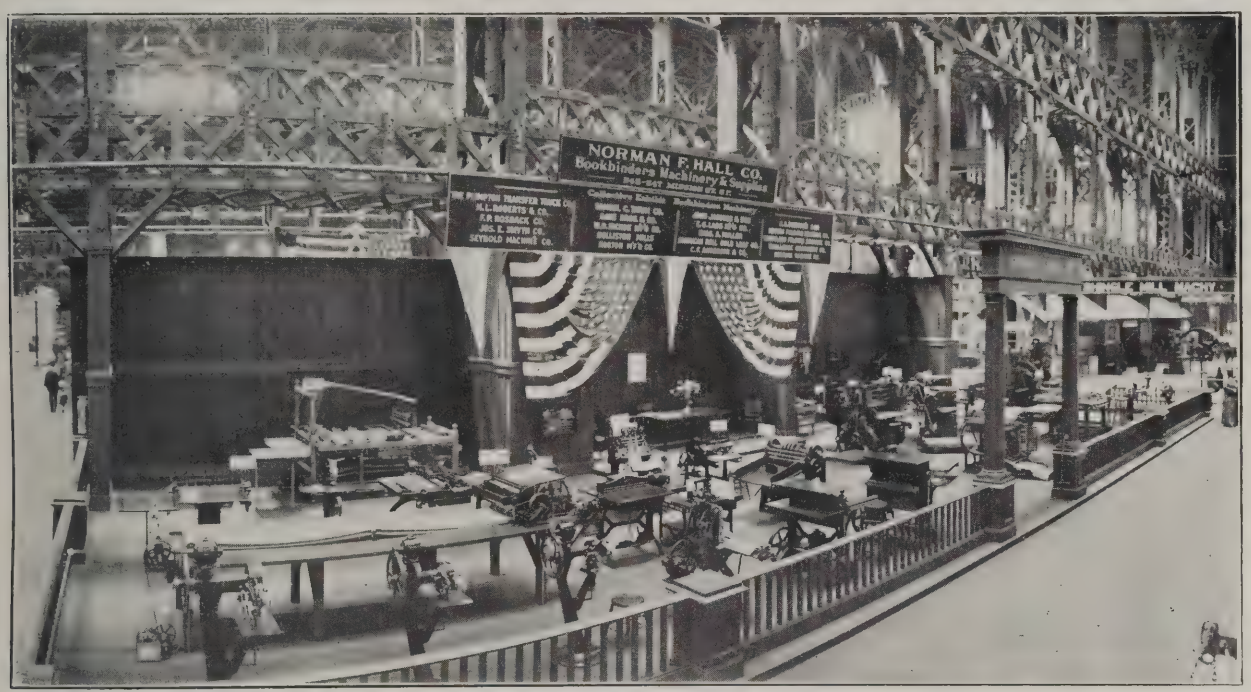
Residing in my village at the present time are perhaps a score of people. They are the ones who supply the farmer folk with their mail, groceries, dry goods, coal and building material. And of these twenty, the majority maintain residence out of the town for a part of each year. The explanation of this is that we are all homesteaders. Even the girl school teachers in my county hold homesteads—those who do not elect to take cowboy husbands. We have as individuals contracted with Uncle Sam to live upon and cultivate tracts of land of 160 or 320 acres for periods of three years, in exchange for slips of paper to be signed by Mr. Wilson, or perhaps his secretary, which will be patents to us of continued and permanent ownership of these tracts. And, I am pleased to say, most of us are making good on our contracts and Uncle Sam in his.

Instructing young America, or handing out mail, newspapers, railway tickets, or groceries are side lines with us—but side lines that provide a living, while the main business is going on of developing and stocking farms from raw prairie sod. And while prosperous farming communities are being developed where five years ago the prairie dog and rattlesnake jointly reigned, the side lines are growing so that some of them now do, and all of them soon will, require the undivided attention of their managers or owners. When that time comes for the Keota News I shall sell out for a fair price, and retire to Hightover Homestead.

A BOOKBINDER'S EXPOSITION

An "exposition within an exposition" is properly descriptive of a carefully planned and extensive display of all sorts of bookbinders' machinery and supplies assembled in one large space on Fourth street between Avenues B and C in the Palace of Machinery at the San Francisco Exposition. The exposition idea in miniature is carried out to the last detail. Nearly every machine is the product of a different factory and every machine is altogether different as far as competing features are concerned, and each device is placed for demonstration. So in this one spot has been centralized everything in the way of machines and supplies that could interest a bookbinder, and the bookbinder at least is one lucky mortal who will not have to hunt over the more than 600 acres of exposition to find what he wants.

All this has reference to the display of the Norman F. Hall Co., 545 Mission Street, San Francisco, which



A General View of the Norman F. Hall Company bookbinding machinery exhibit in the Palace of Machinery at the San Francisco Exposition

is a distinctive feature of the printing trades community in the Palace of Machinery and is a close neighbor of the government exhibit, the big Hoe press, the Linotype, the Monotype and kindred exhibits. Here twenty factories are introducing their special machines to the world, and to the Pacific coast particularly. It is being done intelligently and harmoniously under the charge of an expert attendant and an interested visitor could well spend many hours there, and leave knowing he has seen about everything that has any part in the binding of books. Each machine, except a few foot power and hand power ones, is installed with an individual motor, and demonstrations are given to all comers connected with the trade.

This exhibit, which has proven very successful, was the inspiration of Mr. Normal F. Hall. Over a year ago Mr. Hall made it a point to reserve this space, since the policy of the exposition has been to limit displays to one product in each distinct line, Mr. Hall knowing that the lines he represented might have great difficulty securing space at all later on. Through his foresight the following twenty concerns have been able to be his guests in the Palace of Machinery:

The Challenge Machinery Co., with its Diamond power cutter and its Advance hand cutter; The Fortuna Machine Co., with its new leather skiving machine; The Brown Folding Machine Co., with its latest large size folder; The Cleveland Folding Machine Co., with its Model B tapeless folder; A. G. Burton's Son, with the Peerless rotary perforator and the White numbering machine; The American Rolled Gold Leaf Co., with all styles of rolled gold leaf and gold laying machines; C. F. Anderson & Co., with a bundling press; Charles A. Muller, with glueing machines for binding and paper box work; The W. A. Hickock Mfg. Co., with its latest three-bearing pen underlift ruling machine with direct motor drive; a gilding press, finishing stands, etc. John Jacques & Son, with table shears; The E. G. Lang Mfg. Co., with different styles of index tabs; The Horton Mfg. Co., with variable-speed pulleys; The Holliston Mills, with all grades of book fabrics and cover designs for edition books; The Plimpton Transfer Truck Co., with trucks; H. L. Roberts & Co., with a silk stitcher for catalogues, etc.; The F. P. Rosback Co., with wire stitchers, index cutters and perforators; Jos. E. Smyth Co., with its National book sewing machine; Seybold Machine Co., with cutting machines, a round corner machine, embossing machine, standing press and job backer; Sam'l C. Tatum Company, with paper drills, punches and perforators; Gane Bros. & Co., with a hand palette embossing machine.

Altogether Mr. Hall has 4,000 square feet of space. The exhibit is decorated in good taste, while the arrangement of the machines is planned to the best advantage. Mr. Hall has gone to considerable expense in this matter, but feels himself repaid by the attention his work has obtained and the general success attending his enterprise from a business standpoint. He looks forward to a very interesting time in the remaining months of the exposition, its most potential period.

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A JOURNAL FOR PRINTING AND ALLIED TRADES

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Advertising Rates promptly furnished upon application.
CHICAGO, ILLINOIS, AUGUST, 1915

Every editor and publisher in the United States will find sufficient of practical, vastly instructive, profitably useful matter in the present issue of the National Printer-Journalist to fill in all spare time in reading, study and application for a whole month, and greatly to improve and make more worthy, effective and profitable the responsible business of newspaper and trade journal publishing.

The unsurpassed, pleasureable and educative tour of the editors through the Central West, the Rocky Mountain region and the Pacific Coast, as well as the International Press Congress, at which twenty-nine different nationalities were represented, are held over for treatment in the September number.

The contents of either issue will be worth ten dollars to any live, progressive newspaper or trade journal publisher, but the charge to subscribers is two dollars for twelve months, or less than four cents a week. Our editorial opinion is that the publisher or printer who is too poor, ignorant or neglectful of his own interests to pay out four cents a week for the National Printer-Journalist had better go into some less responsible field of endeavor.

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Not to discriminate, but rather to call attention to the value of all the addresses published in this and the preceding number of this journal, we commend—as did those present at the National Editorial Convention in Los Angeles and San Francisco—for immediate and practical value the papers on "Rural Journalism" by H. C. Hotaling of Minnesota; "A State Editorial Association that Declares Dividends," by Alva A. Swain of Colorado; "Building Up and Pushing a State Association," by Sam P. Harben of Texas; "Scientific Newspaper Management," by Charles H. Prisk of California, and "How Can the Local Newspaper Secure More General Advertising," by John Lee Mahin of Illinois.

The newspaper women were ably represented on the program and all the papers contained things of great value and much that delighted by both raciness and practical newspaper understanding or wisdom, but we mention the papers named as especially opportune.

Editorial comment, on the subjects referred to, is reserved for the present but will follow after our subscribers have had the opportunity to read and digest. In the meantime, we respectfully solicit the views of other editors, publishers and Association workers on these several topics.

* * *

We wish to thank our friends of the trade press for coming so loyally to the aid of the editor in supplying matter, so valuable and pertinent to the topic: "Business Building Through the Trade Press," presented before the International Press Congress at San Francisco, July 9th. It is not self-praise but a deserved compliment to the able contributions to the "Symposium" to state, that it was pronounced by an entirely unprejudiced and competent gentleman as being the most valuable document read before the great Press Congress, composed of delegates representing twenty-nine nations and forty-six different States of the American Union.

If you are unbelieving, do not sneer or laugh, but carefully read and conscientiously study what these leading trade paper men have to say of their high calling, and, then, remember that the views, methods and principles set forth are almost equally applicable to all branches of newspaper and periodical making — all are joined by a common bond.

* * *

The National Editorial Association is in excellent condition financially and numerically, and the promise for next year, when the convention will be held in New York, is for a great advance, surpassing anything in the past. It is certainly to be expected that all the Press Associations of the eastern section of the Union will be largely represented and that the faces of many old members and past officers will be in evidence. To travel across the continent to attend even so important a convention as that of the National Editorial Association involves a heavy cost in time and money, but the editors and publishers of the West, that has been

favored for the past several years, are already at work.

* * *

The energetic Secretary of the Texas Press Association, Sam P. Harben, sent out a circular letter under date of July 19, 1915, which reads in part as follows:

"The National Editorial Association has just closed its proceedings at San Francisco, your brother member, Lee J. Rountree, editor Georgetown Commercial, was elected President. This is a great honor to Texas newspaper men and is a special compliment to the Texas Press Association, following their endorsement of Mr. Rountree at Corpus Christi.

"The N. E. A. is going to make a special effort at the fall session of Congress to have passed a bill to have the Government discontinue the printing of return addresses on envelopes. We have a bright prospect to get this bill through. The committee, of which your Secretary is a member, will undertake this work. To do this we must have $2,000 and to get the money we want to have 1,000 new members added to the roster of the National Association. You should be an honor member of this Association, Texas should have 100 new members to honor the new President from our Association if for no other reason. I have pledged Texas for fifty new members. Won't you help me make good? Send your check at once to this office for $2.00, the membership fee, and a receipt will be mailed you from the office of the National Secretary. The National Association has an advertising scheme working that, when perfected, will be worth much more to you annually than the price paid. I want you as a member of my number. You will not regret the step. You will help the Texas delegates make good their promise for the great 'Lone Star State.' Please do it today and help me be first on the list."

Let the officers of other associations follow Mr. Harben's example and keep it up during the year. Let every state association choose delegates and send them under a certificate signed by the President, Secretary and State member of the Council of the N. E. A. This will expedite business, save money and insure a truly representative body. No time is like the present time and besides this, the officers and committees must have prompt support in order to accomplish the worthy ends that are now in view.

* * *

UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA—NEWS NOTES

Despite abnormal business conditions, the number of members admitted to membership in the United Typothetae and Franklin Clubs of America in the past few months has exceeded by more than 90 per cent, the number added for a like period in 1914. Likewise can it be said that the work of auditing and installing cost systems is on the increase, despite rumors of business depression.

Communications continue to come to the National office that the Standard Price List is proving a valuable help to its users. The compilations and special information provided therein by the Price List Committee is authentic and serviceable, and considering that new and revised pages are furnished at intervals, it behooves every printer to affiliate with the United Typothetae and Franklin Clubs of America, in order to avail himself of this assistance. The book at the present time contains over 100 pages properly classified.

The trade report appearing in the July Bulletin, showing graphically the trend of business conditions during the past three months, indicates that business has materially increased in the Eastern section. The Southern and Western territories are alike in their reports, an increase showing through the month of May, but a decline appearing for June. The Central section made its best report with the opening of May, but towards the end of the month fell to the level of conditions as reported in March. The general average is somewhat better than found during the first quarter of this year.

The reports as compiled are received from ninety or more local associations.

On Thursday, July 15th, Mr. J. Clyde Oswald visited headquarters, while en route to New York City, coming from the West, where he attended the Exposition. Mr. Oswald, while in California, also met with the Twenty-ninth Annual Convention Committee in Los Angeles.

On Friday, July 16th, the Executive officers of the United Typothetae and Franklin Clubs of America: President: A. W. Finlay; First Vice-President, C. D. Traphagen; Treasurer, A. E. Southworth, met in session at headquarters. Many matters of importance were given consideration by them.

E. E. Laxman, Assistant Secretary, United Typothetae and Franklin Clubs of America, has tendered his resignation, to take effect August 15th. Mr. Laxman leaves the National Organization to enter the firm of the Clement Company, large edition printers, Buffalo, New York.

One branch of the work of the Standard Price List Committee, that of advocating the tabulation of bindery production records, is making steady progress. At this time there is on file at the National office the record of the performances of several hundred jobs, according to operation. A review of these statistics readily indicates the importance of every cost system user making a part of his cost system, the method fostered by the Price List Committee.

These records can be used to great advantage by the Estimating Department, and particularly have they been found valuable in increasing production. Notable instances are on record that show hourly production increasing as much as one hundred per cent.

Every interested cost system user should write the National office for complete information in regard to this important subject.

The Composite Statement of Cost of Production for 1914 is rapidly approaching completion, and a review of its contents at this time indicates that it will prove to be one of the most interesting, comprehensive and useful reports ever compiled for the printing industry. The number of cost system users who have contributed their statements is indeed gratifying and shows that the subject of cost finding is being rated by printers as of more importance than ever before.

The Thirtieth Annual Convention of the National Editorial Association, Los Angeles, June 29th—July 1st, San Francisco, July 7th, and Oakland July 9th, 1915

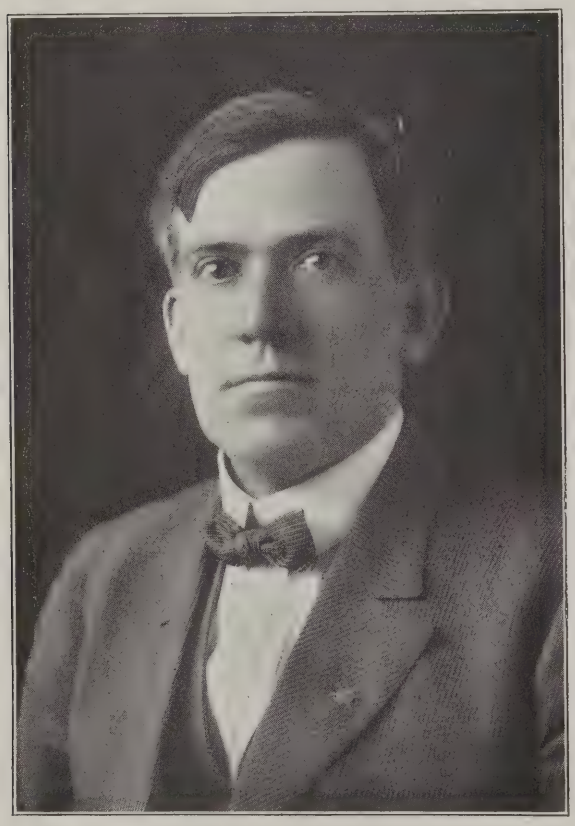
Official Report of Sessions by Stenographer

THE National Editorial Association on its regular thirtieth annual Convention was called to order in the Normal School Auditorium, City of Los Angeles, at 9:30 A. M., June 29, 1915. President George E. Hosmer presiding.

Invocation was offered by Mr. Alva Swain of Colorado.

The regular order of exercises opened by the introduction of the Honorable H. H. Rose, Mayor of Los Angeles, who welcomed the Association to the City.

Honorable Hiram Johnson, Governor of the State, was unable to be present and Lieutenant-Governor John M. Eshleman, made the address of welcome on behalf of the State of California.



George E. Hosmer
Editor Herald, Fort Morgan, Colo. Retiring President National Editorial Association

The President then introduced Mr. J. P. Baumgartner, a Past-President of the Association, who gave an address of greeting to his fellow members and associates to his home State, inviting all to visit him at his home.

On behalf of the California Press Association, President Friend W. Richardson, extended a most cordial welcome to the members of the Association.

Mr. H. G. Palmer, President of the Southern California Press Association on behalf of that organization extended cordial greetings, with words of counsel as to the newspaper calling.

Mr. Bruce O. Bliven, Dean of the College of Journalism, University of Southern California, in the interest of that educational institution, spoke of the objects of the school and joined in the cordial words of welcome to the representatives of the newspaper calling.

Capt. H. Z. Osborne, Past-President of the Los Angeles Chamber of Commerce, spoke in behalf of the commercial interests of Southern California.

Vice-President, Honorable Lee J. Rountree, of Georgetown, Texas, in behalf of the National Editorial Association, responded to the several addresses of welcome.

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TUESDAY, June 29th, 1915

ADDRESS OF WELCOME ON BEHALF OF THE CITY OF LOS ANGELES

Hon. H. H. Rose, Mayor

Mr. President, Ladies and Gentlemen:

I have had occasion to have the honor during this year nineteen hundred and fifteen to deliver a great many addresses of welcome but this is the first time I have had to address a welcome and make a speech before an audience composed largely of critics. About all that I want to say to you is to extend to you for the people of Los Angeles whom I have the honor to represent on this splendid occasion, a most hearty welcome. I feel sure there is no community on the face of the earth that has so great a respect for the editors and the men who compose the newspaper fraternity all over the United States as Los Angeles does. We know the favorable notoricty which we have received in the last thirty years through our own editors and also through the editors from over the country. Our hearts are full of welcome for you all.

When I first embarked on the sea of life, I started out as a newspaper reporter. I know a little something about it—something on the inside and something on the outside. We are just as good as anybody else, but we want you to know that we are most glad to have you with us. We want to extend a welcome and want to do everything to make your stay pleasant and have you stay as long as you possibly can.

A gentleman was once called upon to make a speech of welcome and had had it carefully prepared. He got up and began: "Ladies and Gentlemen", and scratched his head. "Ladies and Gentlemen", and then again, "Ladies and Gentlemen" and still it would not come, and at last he said "There is a fellow here as knows what I want to say, and can say it". And with another hearty welcome to our state I thank you.

ADDRESS OF WELCOME ON BEHALF OF THE STATE.

Lieutenant Governor John M. Eshleman.

President: Members of the National Editorial Association:

I assure you I also regret as your President has expressed that our Governor cannot be here with you today, besause those of us in California who know him best and those who have heard him know that you have missed a treat in his not being here today. But we have so many blessings that we are showering upon you that you will have to be satisfied with me.

Hon. Hiram W. Johnson, Governor of California

The editors of the United States and of the world, are those who hold and uphold the knowledge and sentiment of the United States and the world, and in doing this they naturally mold the thoughts of the people. Of course, although there are cases where newspapers over-reach their limit and abuse their privileges, because of human institutions managed by human beings, still, it is my belief that the freedom of the Press is the best thing in existence today from every view point. And to the credit of the Press, be it said, they have done much for the advancement of humanity. The freedom of the press carries with it magnificent and wonderful opportunity and responsibility—"that you shall say those things only as you see them". This great privilege, this responsibility is one that you must exercise with a great deal of care. I congratulate you that you have exercised this privilege with great care, and you have the congratulations of the American people.

I want to warn you in coming to California that you are running into danger. We have a mountain way out in the middle of the desert. It is called Superstition Mountain by the Indians and they have a legend that whenever any party of people go to that mountain some will not return. I want to warn you that whenever people come to California, some of them stay. We of Southern California welcome you to the entire State. We are celebrating the completion today in this great State of the dividing of the continent and trust that in some future day it will stand as a monument to the conquest of peace in the world wars. It is not a very peaceful and habitable world with this mighty conflict going on near us but we hope to the best of our ability that soon the sword shall be shaken and show the people of the earth that peaceful methods are the ones to be pursued.

In behalf of the State of California I welcome you.

We believe the State of California is the best place on earth. Our Governor says the people of the United States are divided into two great classes, "those who live in California and those who do not".

In conclusion I want to welcome you to our hospitality, but be very careful that we don't take something away from you—I mean that you leave your hearts here in California.

* * *

ADDRESS OF WELCOME

Past-President J. P. Baumgartner, Santa Ana Register

I want to tell you California fellows that this is my

J. P. Baumgartner, Santa Ana, Calif.

applause—that this applause is for me. I don't represent anybody here but myself. These friends are my friends and I am their friend. A good many of them love me—they told me so, and some of the ladies even, and I love them. Their coming here is just like coming to my own home, and that's that kind of welcome I extend to you. As Mr. Hosmer said, I have been attending the meetings for a good many years. I have traveled literally thousands of miles with this

Association and some of the dearest friends of my life exist among the older members of this Association and I hope that as the personnel comprises a great many new names, to make many new friends.

I assure you that your coming to California is to me a great pleasure as it is to all Californians and all newspapermen of the State. I wish you could come to my home—not necessarily all at once—but I assure you that any who can find time to run in on me will be welcome and I will help you to enjoy yourself. I thank you for the coming.

George Schlosser, Sioux Falls, S. D.
Re-elected Secretary, National Editorial Association

ADDRESS OF WELCOME ON BEHALF OF THE CALIFORNIA PRESS.

Friend W. Richardson, President of the California Press Association.

Ladies and Gentlemen, Members of the Editorial Association:

I am certainly under obligation to your President for this flattering introduction and I expect that you will settle back with a groan and say, "This fellow will talk for about an hour now".

I had the pleasure of meeting your party at Barstow and becoming fairly well acquainted with those in the first section and I must say you are a good lot of people and you seem natural, and I was very pleased to meet you and I hope that the members of our Association will be able to extend you courtesies and tell you things about California that will interest you and repay you for coming. When you arrive at San Jose and San Francisco you will probably meet our members wearing badges, and when you see a man or woman with these badges on, go up to them and they will do any thing you may ask of them.

One thought I would like to give you. That is that this is a very large State. You saw something of the desert and you had the pleasure of riding around Redlands, San Bernardino and Riverside. I know those who were with me said that was a wonderful treat, but don't make up your mind too quick. Now you are in Los Angeles. It is a wonderful place. Don't make up your mind too quickly about Los Angeles either. The Expositions will be well worth your time. I am sorry you have only a few days to see them. You will see other beautiful places. You are going to stop at San Diego and San Francisco and other remarkable places, but I repeat, don't make up your mind too soon about California. In San Francisco you are, I believe, to spend several days, and they will be worth while. Over the Bay is the City of Berkeley, where the University of California is located and where I am fortunate enough to reside and publish a newspaper. Remember that California is a very large State, that it has about eight hundred miles of sea coast. Remember we have seven hundred miles of mountains. Don't forget that we have some wonderful spots in California. To my mind there is nothing equal to the Yosemite Valley and those of you who can, should see Yosemite Valley above everything in the world. I have never seen or heard of anything equal to it.

Now, gentlemen, I am not a booster. I am a common ordinary quaker who tells what he thinks and believes what he says. I have no real estate to sell in California.

You will find a good deal of prejudice between sections. You found out in San Bernardino a little jealousy between two cities only a few miles apart. That's because they are so enthusiastic about their own homes, and you will find that condition in all parts of California. They are all good places and the people are all satisfied. You can get any kind of climate and society here. Take your choice, but first see all the State.

I want to say again that our Association wants to do everything to make your visit pleasant and to welcome you, and to see that you are properly entertained and enlightened in regard to the great State of California. I thank you.

ADDRESS OF WELCOME ON BEHALF OF THE SOUTHERN CALIFORNIA PRESS ASSOCIATION

H. G. Palmer, President.

Members of the National Editorial Association: Ladies and Gentlemen:

To those who are daily confronted with the same problem which presents the same or similar troubles as I have, here this morning in our great State, representing newspapers in other great States of this great Union, it is my great privilege to give this greeting of welcome. We esteem it our special privilege that you should hold this thirtieth annual convention with us. You have come here for pleasure, entertainment, education, and inspiration. We not only hope you will find your visit successful in every one of these respects, but we sincerely believe that you will so find it and we assure you that we will do everything in our power to make our hopes and beliefs materialize in your happiness and your profit, knowing that you represent the greatest power in the union—knowing that you hold the greatest influence for good or bad—knowing

that good government means, and will bring, happy homes, and knowing, if you so will, that inefficient government or immorality are the ruin of a nation.

This convention, to which you have come, will obtain for you knowledge, ideas and inspirations for the improvement of your brethren of the world. A few of us there are who pick up our daily work for no other purpose than to provide an income. As this is the feature that comes first into our work, it is most vitally important. I therefore wish for you that at this convention every one of you will be enabled, without worry or strain, to secure a sufficient income from your business; I sincerely hope that the climate of California and the pleasure and scenes enjoyed here will so refresh you and strengthen you that when you return to your desks you will be able to bring the figures to the right side of the ledger and it will be as play to you.

There are other features that interest us. Money is not all. The satisfaction of our readers is one of the rewards which we all seek in connection with our work, and I sincerely hope that your trips to the points of interest, your addresses, convention meetings, and

H. G. Palmer
Editor Hollywood Citizen, California

discussions, your visits to the Expositions, will afford you such information as will make your work doubly interesting to the readers when you return home.

Even making money for ourselves and bringing satisfaction to our readers are not all there is in newspaper work. To me the most inspiring and gripping thing in our work is the knowledge that we have influence over the conduct and acts of others, whom we influence, inform and inspire. To this feature of our work we are devoting too little attention. The success of our government is in our hands, the morality of our citizenship depends to no small extent upon the kind of reading matter that we provide for them. The happiness of our people rises or falls as we wish or as we make use of the influence which we have in our hands. So I wish for you that you acquire such inspiration to better appreciate how much the interest of your readers depends upon what you say to them—that you may be more desirous of watching your advertising columns and reading columns and everything to help the whole people. That you may more wisely direct your counsel and direct your readers.

Again I welcome the members of the thirtieth annual convention of the National Editorial Association in the Exposition year nineteen hundred fifteen, and trust that this meeting will be the beginning of the end of that which is past in journalism and place the newspapers of the country where they will be giving better service and that we may each realize our dreams for human happiness and harmony. I thank you.

* * *

WHAT THE SCHOOLS OF JOURNALISM ARE DOING.

Bruce Ormsby Bliven, Director, Department of Journalism, University of Southern California

Mr. President: Ladies and Gentlemen:

This is another speech of welcome. You ought to feel very welcome indeed, to Los Angeles, before this morning is over. If it were not for the presence of this distinguished gathering of fellow speakers I would tell you confidentially that the first half day of every convention is devoted to interesting, amiable, but not always important remarks, so that those who come late won't miss much. I think that explains at any rate my own presence on this platform.

While I am here I want to say a word or two in regard to Schools of Journalism. Nearly every newspaper man with whom I come in contact and who learns that I am interested in one such school asks me immediately what in the world we are trying to do. They tell me that there is only one place to learn the newspaper business, and that is the local room; that a newspaper man needs a sturdy pair of legs and the ability to write fairly good English at a high rate of speed, more than he needs anything else. And then my questioner is apt to wind up by adding that the newspaper business is dog's life anyhow; and that if he had a son he would see to it that the boy went into something respectable like grave robbing or wrecking railroads.

I think it is quite true that the technic of newspaper work can be learned a great deal better in one year on a newspaper than in four years in college. I had practically finished my college course before I ever saw the inside of a newspaper office; and I took every college course in English Composition and English Literature that there was, and then cried for more. Yet when I got my first job on a paper I was so green that when the city editor of the afternoon paper on which I was working handed me a half-column story from the morning paper to rewrite, I thought he was handing me a clipped proof of something one of our own men had done. I thought that the English in the story probably wasn't quite good enough and that I was being asked to unmask the powerful batteries of my vocabulary and improve it. I improved that half-column story into a column and a half of brilliant, coruscating, cascading words, and then I took the finished product to the city editor. And he using his own vocabulay entirely unassisted, told me how richly fitted I was by general character, by mental endowments and by training, to drive a horse car. That city editor told me things about

myself that no college professor ever had the heart to tell me. I do not believe a college professor would even know the meaning of some of the words—unless he was a teacher of journalism and was brought up in a local room.

What the journalism teachers have in mind is something more than merely training a newspaper man technically. To be sure, they are giving that training, and sometimes with a great deal of success. A managing editor who has hired a number of college-educated cubs told me that when they begin they know as much on the average about the newspaper business as most reporters know at the end of their first three months. He also said that they progress more rapidly than the other men on his staff, and seem to be easier to teach. What the schools of journalism are trying to do, however, is to turn out real newspaper men—the kind of men who will make newspapers that are worth reading; men of whom

Bruce Ormsby Bliven
Instructor in Journalism, University of Southern California

their colleges will be proud, and more than that, men of whom the community will be proud. The newspaper man of today faces a tremendous opportunity and a tremendous responsibility. I think you will all agree with me that there is no truth in the sentiment so frequently heard, that the newspapers are losing their grip on the people; that the editorial is no longer taken seriously. There never was a time in the history of this or any other country when so many of the citizens took so deep and abiding an interest in the affairs of the city, state and nation, as today. You can get a far more intelligent opinion in regard to efficient methods of municipal government from almost any high school student than you could get from anybody except a handful of experts, a quarter of a century ago.

It is the newspaper which has done this thing. By its frank and free discussion of public affairs, by its continuous presentation of the things of vital import, it has made the citizenry conscious of itself. As the nation expands, increasing numerically and in physical wealth, the problems of citizenship become more complicated, and demand more intelligence. And thus there arises the necessity for a new type of newspaper man—a newspaper man who is an expert on the ways of the modern community and can help to keep its civic health high. Just as the old-fashioned doctor spent his time in curing you after you were sick, and the modern physician helps you to keep well, so the newspaper man of a few years ago spent his days largely in pointing out the bad spots in our civilization, and will, I think be supplanted by the new kind of newspaper man who spends much of his time and attention in looking for good spots in our civilization, and telling his readers how to make them better.

This is the kind of newspaper man that the schools of journalism are trying to manufacture out of such material as they get. They insist on his learning history so that he may study the present in the light of the past, and not make the mistake of discovering triumphantly something which was old in the days of the Caesars.

They make him learn a foreign language or two in order that he may see things also through the eyes of other nations than his own.

They require him to know "something about everything and everything about something." Particularly do they demand that he shall train himself in economics, civics, and sociology. The relations between capital and labor having been the subject of a text-book study are less apt to be viewed through partisan and passion-blinded eyes.

Last of all, the schools of journalism are trying to turn out reporters who can tell the truth. I know this is a subject of which I hardly need speak before this assemblage. But surprising as it may seem to some of you, there are reporters in this country who do not tell the truth all the time, and there are editors who assist the efforts of the reporter in this direction by rewriting his copy or by leaving it out of the paper. Of course, a truth omitted is the same as a lie. And a half truth is worse. You all remember the story of the mate of a sailing vessel who, to get his revenge on the captain, a sober, God-fearing man who never drank a drop, made the solitary entry in the long book, in the middle of a 180-day voyage: "SUNDAY, OCT. 18. The Captain was sober today."

The schools of journalism are trying to turn out men who do not depend on stock phrases for their thinking. You remember what Stevenson says, that men do not live by bread alone, they live by catch words. Perhaps that is even more true today than when it was said by R. L. S. A catch word is a predigested thought, and it weakens your mental stomach to indulge in too many of them. Some of today's catch words, to help us avoid the exquisite pain of thinking, are: Efficiency, Service, Salesmanship, Psychology, Eugenics. In an opposite column to these we might make a list of bugaboos—things of which people are afraid without knowing anything about them—catchwords in Ku Klux Klan hoods, as it were. Socialism, Anarchy, Individualism, Neitzscheism, Evolution, Big Business are typical bugaboos.

If the schools of journalism can send out young men and women who can make the bugaboos eat out of their hands, and who are not afraid to look right down the throats of the catch words, then American Journalism will owe them a debt of gratitude beside which the national debt of the United States will look like a flea on an elephant.

ADDRESS OF WELCOME FROM THE COMMERCIAL INTERESTS OF SOUTHERN CALIFORNIA

Capt. H. Z. Osborne, Past-President Los Angeles Chamber of Commerce

Ladies and Gentlemen: Gentlemen of the National Editorial Association:

I am going to give you about a peck of article in the form of about a stick of welcome and then * * * I was requested by the President of the Chamber of Commerce to represent him on this occasion. He said as I was an old newspaper man that he thought it was appropriate that I should take his place. I am sure I cannot fill it adequately, but I am glad to be assigned to this duty. I came to California thirty-seven years ago and I want to assure you that California is full of newspaper men and women. I came here in poor health weighing 116 pounds with two very inadequate lungs, and now weigh 190 and my lungs are all right. That's what California has done for me. It has done no less in other ways. I was an apprentice in the office of the Advocate when I was 13 years of age, and from that time until now, have been in active work. I was on the New York Times and have worked in other large cities all over the United States for nearly ten years as printer, publisher or correspondent and editor, so I know something about the game. I came here to a mining camp 9,000 feet above the sea, and with $25 I started a paper in the mining camp and there were no adequate facilities with which to do the work, but I built up a plant with that $25—I and the son of a Methodist minister. Sometimes it was very exciting in that old mining camp. The six-shooter was a favorite in that community and you never could tell what might be the outcome after you had published anything in the newspaper. I remember one old fellow called Red Roe, who wore a red flannel shirt. He loaded his gun one night and put out all the lights by shooting them out. He would shoot the lights whenever out of humor. I had made remarks in my papers about this trick of his and we had a time with him. Red Roe is dead now—he died afterwards. Somebody else was at his execution.

I came to Los Angeles and published the Express for a good many years and the people here were good. When I came here there were 15,000 people. There are now 500,000—that is an unprecedented growth in a city's gain. Our growth has been due to our newspaper men and to the aid of newspaper men all over the United States.

They pick out responsible men in Los Angeles for responsible places. Now, the excellent Mayor of the City who is not here, a while ago wanted to appoint a Commission of public works. Now I have nothing to do except to look out for the streets of this City, the sewers, all the public buildings, and I attend to this work besides the old work of rushing in the last moment with copy. We are extremely proud in Los Angeles and we are complimented very greatly by your coming—all the more so because you were here some years ago. I was on the committee of entertainment at that time. We are extremely proud that you have come here again, and if we don't entertain you properly, it will not be for lack of desire to do so. I am particularly impressed with the very great good sense and moderation which has been exercised by the newspapers of the United States in regard to the European War. There was such a good chance to be on one side or the other, and we have been very moderate in this matter in our good nation and treated the matter as it should be treated by the newspapers of the United States.

We have expanded very rapidly here in Los Angeles, and it is largely due to the kind way in which we have been treated by the press of the United States. We have everything here to attract people and we are proud of our City and want you to enjoy every part of it. When I first came here there was not a yard of paving, and whenever I ran out of news, and didn't know what to write for an editorial, I made it a practice to write about street paving. We have hundreds of miles of paving, and we have built up a city in twenty-five years that has required in most parts of the world, fifty or one hundred and fifty years to build; $200,000,000 worth of buildings have been built here in the last ten years. That is almost as large an amount as has been expended in the magnificent rebuilding of the City of San Francisco, and we have done our building without the necessity of rebuilding. We have developed the city water supply by going up into the Sierras two hundred and fifty miles distant, and from the Orange River have brought the water across several divides at a cost of $30,000,000; fifty-two miles have been tunneled through solid rock, one tunnel five miles long. That is a work in the way of constructing water works that has only been paralleled by the work in New York City and has cost $160,000,000. It is one of the finest systems in the world. There is one in Australia one hundred and sixty miles long. We have built a harbor twenty miles away, where we are doing a very large commercial business. The shippers from all parts of the world come into the harbor and it is a most interesting place, and I hope you will have the opportunity of seeing as much of it as possible. We have a wonderful climate that gets into the blood and I believe you will find many select communities, composed of those who have come here from choice and have brought with them life and energy. We extend you a sincere welcome to Los Angeles and into our hearts and into our homes."

* * *

RESPONSE ON BEHALF OF THE NATIONAL EDITORIAL ASSOCIATION

By Lee J. Rountree, Editor Georgetown (Texas) Commercial and Vice-President of the Association

"President, Ladies and Gentlemen of the greatest nation of the world—the United States":

When I came down to this hall this morning with my friend in his palatial car—he having grown rich in this great State and city—he made one remark that I will never forget. He said that he understood that there were a number of citizens of Los Angeles who had in time fallen asleep and gone to heaven, but that he had heard there was a great rush up there to get back to Los Angeles. We have come a long distance to be with you folks—from all parts of the United States. We have come from the eastern shore where the sun rises, from our beautiful north and from the southern seas where the breeze of the day lasts longest, and, from the golden sunshine of the west. We have come here believing that we each represent the best State of our great Union and each of us has it in his heart to further the love and devotion to the best of humanity

that is for the conservation and honor of this great land. The kind words of the Mayor of the City, The Lieutenant Governor of this great State, those representing the Press and the educational institutions of California and the Commercial interests of your city have made us very grateful.

California is the second greatest State in the Union—next to good old Texas, and it has been suggested to me—I mean in area—that if the mountains of California could be flattened out, California would be the largest State in the Union. It is as rich as the River Nile; its citizens as great as the heroes of old; it has within its gates women as beautiful as Helen of Troy, and a civilization that is more enduring than the history of Rome, Nineveh and Babylon.

California came into existence by name, through that great legend of Spain, when it was declared to the gallant knights and brave heroes of the fifteenth century that they had found a beautiful island and named it California.

We are glad to enjoy her hospitality and be one of you in the days and weeks to come, and I cannot express our sentiments better on this occasion than to quote from the now world famous "Tipperary," or to paraphrase it, it might be said by those who have come out here or have been here:

"It's a long way to California, a long way to go,
It's a long way to California, the greatest State I know.
Farewell, dear Los Angeles, goodbye, Frisco fair,
It's a long, long way to California,
But our hearts are right there."

Regular Order of Business

Proceeding with the regular order of business, the President of the Association, George E. Hosmer, then gave his annual address.

Mr. E. H. Tomlinson of New Jersey moved that a committee on the President's Address be named. This motion prevailed and the following committee was appointed:

E. H. Tomlinson, New Jersey.
Alva A. Swain, Colorado.
J. A. Kautz, Indiana.
H. G. Palmer, California.
E. P. Greer, Kansas.

The President then appointed several committees as follows:

Auditing Committee:

Sam P. Harben, Texas.
Frank Roderus, Illinois.
J. Byron Cain, Kansas.

Credential Committee:

H. C. Hotaling, Minnesota.
W. R. Hodges, Minnesota.
Mrs. W. A. Woodring, Indiana.
Homer Harwood, Michigan.
W. C. Lusk, South Dakota.

Committee on Resolutions:

Edward Albrite, Tennessee.
Mrs. Lee J. Rountree, Texas.
John Redmond, Kansas.
J. H. Simms, Ohio.
F. E. Edgecombe, Nebraska.

Committee on Memorials:

B. B. Herbert, Illinois.
J. P. Baumgartner, California.
John C. Oswald, New York.
Mrs. A. D. Moffett, Indiana.
Will A. Steel, Washington.

SPECIAL OFFICERS' REPORTS

Mr. F. O. Edgecombe of Nebraska moved to have the report of the Special Committee on Advertising holding over from 1914, made a special order of business. Mr. Hosmer designated that this matter be considered at 4 o'clock in the afternoon of June 30th, in compliance with the motion made by Mr. Edgecombe.

J. Byron Cain of Kansas was named as Chairman of the Publicity Committee and was authorized to select four other representative newspaper men to act as his assistants.

The Secretary made a number of announcements in regard to the program for the balance of the day, after which the meeting adjourned until 9:30 A. M., June 30th.

WEDNESDAY, June 30th, 9:30 A. M.

The meeting assembled pursuant to adjournment, President George E. Hosmer presiding.

The regular program proceeded.

Mrs. Mary O'Connor Newell, editor of the Women's Section, Chicago Herald, being unable to be present, her paper, "Editing Women," was then read by Miss Maud I. G. Oliver of Chicago.

Mr. Fred E. Hadley of Minnesota next presented his paper, "How to Get and Hold Advertising."

Mr. Sheridan Ploughe of Kansas, Secretary of the Legislative Committee, presented a verbal report of the action, achievements and possibilities of the Legislative Committee. This report caused a considerable discussion. No definite action, however, was taken at this session of the conference.

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REPORT OF ADVERTISING BUREAU COMMITTEE

Mr. Tomlinson, New Jersey, Chairman

"As was stated by President Hosmer in his address, this committee was appointed at Colorado Springs for the purpose of determining the advisability of establishing an advertising bureau. The committee reported at Houston, Texas, last year that it was impracticable and of doubtful desirability. The committee, however, stated that they believed that a great amount of good could be done by presenting the merits of the papers of the press to the National advertisers and by increasing the merits of the press through their conduct on more business-like methods and by overcoming the faults which the advertising agents are continually telling us we possess. The Committee was therefore continued to work along this line and those of the committee who were present in Texas held several meetings, and outlined a plan of work. A scheme was perfected for the formation of what was termed an honor list and the necessary facts were given out. The main features proposed were:

1. Conditions of membership first sworn to circulation.
2. Guarantee to maintain publisher's advertising rates.
3. Promising to advance the interests of the newspaper fraternity by upholding the best newspaper standards.

The benefits to accrue were set forth as follows:

A CERTIFICATE will be issued to each member, setting forth the conditions of membership.

It is the purpose of this Committee to have this List mean so much that anyone seeing the certificate on the walls of an office will know that the paper's circulation is just what it is said to be and that it will be time wasted in trying to beat down rates. He will know that the paper gives the advertiser a square deal and that he will have to give it a square deal to become an advertiser.

Advertisers and advertising agents will be circularized with periodical statements of circulation, rates and other facts of interest about the papers forming the list and we have good assurance that papers on this list will be given preference in arranging advertising campaigns.

The Committee will do everything possible to create business for the members and will hold itself ready to aid any paper on the list to devise a way to overcome any special difficulty it may meet with in securing general advertising at legitimate rates.

The above are in main the provisions of the plan. These prospectuses were sent out to various state associations and to individual papers without sufficient response to warrant going ahead. We assume the reason of this was few newspaper people have adequate compensation of the possible revenue from national advertising and from the need of organized effort to secure it. Until they realize that we fear little can be accomplished without the expenditure of money to get the movement started. With the experience that I personally have had, if we got the service desired, without excessive fricture, I have no hesitancy in expressing the belief that money raised in sufficient amount along these lines would bring the returns in cash one hundred fold, while the putting of our business on the basis outlined, would materially increase our self-respect and satisfaction, and I trust that ways will be found to bring this about. We hope before we leave to be able to have suggestions that will lead to a definite outcome.

A number of gentlemen on the program not being present either in person or by proxy, the regular order of the exercises were dispensed with at this junction of the proceedings.

By Mr. Rountree: Resolved: "That the National Editorial Association, in convention assembled, tender its sincere sympathy to Colonel F. B. Baillio of Cleburne, Texas, a former President of this Association upon the death of his noble wife and companion of fifty years, and that greetings of love be dispatched to him with the trust that he may soon recover from his serious illness."

This resolution was signed by the author and Sam P. Harben, M. E. Neil, W. L. West, R. M. Thompson, T. B. Lusk, and W. B. Greene.

The adoption of the resolution was unanimous and the Secretary authorized to procure an engrossed copy to be forwarded to Mr. Baillio.

H. C. Hotaling, Chairman of the Credentials Committee submitted the following report:

"Your Committee on Credentials beg leave to submit the following names as accredited delegates to the National Editorial Association convened for the year 1915.

VOTING MEMBERS OF THE THIRTIETH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION

Alabama—C. W. Thomas.
Alaska—W. A. Steel.
Arkansas—W. J. Douglas.
California—H. A. Palmer.
Connnecticut—Geo. C. Woodruff.
Colorado—Geo. E. Hosmer, Alva Swain, James Johnson, C. F. Wadsworth, J. C. Scott, W. C. Calhoun.
Indiana—W. W. Aikins, J. A. Kautz, Will E. Beeson, F. F. McKee, B. F. Louthain.
Illinois—B. B. Herbert, F. E. Pinkerton, F. E. Pinkerton, Jr., H. Crihfield, Chas. W. Claytor, Chas. Bradshaw, A. H. Anderson, J. B. Mansfield, E. H. Childress, W. W. Childress, W. L. Clayton, Fred LeRoy, Wm. W. Loomis, Vernon Nickless, Gene T. Skinkle, W. L. Black, E. F. Kemp, Frank Roderus, Chas. Lederer, F. Dunham, A. B. Glessner, W. C. Van Gelder, A. W. Rigby, James McHose, E. E. Williamson.
Iowa—Ira Nichols, J. P. Boyd, Glenn C. Taylor, F. A. Wignall, C. H. Brown, W. J. Ladd, E. P. Chas, H. Ingham, A. W. McBride, A. B. Robinson, G. C. Taylor, John C. Gillespi, E. E. Taylor, H. B. Hallock.
Kansas—Miss R. C. Aldrich, H. E. Bruce, H. C. Stevens, E. P. Greer, Sheridan Ploughe, C. A. Connally, William M. Glenn, E. A. Kirch, Herbert Cavaness, John Redmond, H. W. Beatty, J. L. Papes, W. J. Didrick, J. W. Sowers, Geo. McCormack, J. Byron Cain.
Louisiana—H. M. Brain.
Massachusetts—I. M. Marshall.
Maine—C. W. Robbins.
Michigan—Homer Harwood, Elijah Buck, H. C. Billings, O. Palmer, C. O. Evans, S. B. Jacobs, Wm. T. Nesbit, J. M. Moses.

H. C. Hotaling
Editor The Enterprise, Mapleton, Minn.
Chairman of Credentials Committee

Minnesota—A. M. Mueller, A. L. King, E. C. Steinhauser, J. C. Morrison, F. E. Hadley, Geo. Herberger, C. H. Bronson, D. C. Lightbourn, Captain Steinhauser, W. R. Hodges, H. C. Hotaling, Miss Gracie Loehl, John H. Haydon, S. J. Rea, H. C. Miller.
Missouri—Ben F. Wood, F. Wilson Bell, H. F. Stapel, Harry E. Taylor, Lewis Lamkin, W. H. Skidmore, W. L. Robertson, Omar D. Gray, Miss Ella P. Smith.
Mississippi—John K. Armstrong, Louis P. Cashman, Bernard R. Cashman.

Nebraska—Frank O. Edgecombe, C. E. Nevins.
New York—H. B. Sykes, Gardner Kline, F. E. Gannett, A. E. McCall, Frank B. Strong, Will O. Green, E. A. Higgins, W. F. Goettler, John Clyde Oswald, Chas. W. Price.
New Jersey—Allen L. Moreau, W. F. S. Brown, E. H. Tomlinson, Norman Tomlinson, Jud Du Bois, Edw. J. Cahill, Jas. V. Beam, Benj. F. S. Brown.
North Dakota—O. H. Lomen, Miss L. L. Satterlund, George P. Collins, C. H. Crockard, Sam H. Clark.
Ohio—F. M. Ritzel, Horace Holbrook, J. H. Simms, J. F. Gaskins, J. F. Koch.
Oklahoma—L. M. Nichols, Mrs. Lucy Easton, Maud O. Thomas.
Pennsylvania—W. A. Esminger, A. L. Etter, J. Trescher, H. J. Lamade, I. H. Cordell, J. H. Zerby, Geo. M. John, J. F. Buch.
South Dakota—E. L. Wilmoth, Geo. Schlosser, C. N. Searl, Chas. S. Reed, J. I. McNeil, W. C. Lusk, W. F. Sargent, Chas. F. Hackett, John H. Craig, Fred C. Kirch, H. B. Dowdell, Geo. C. Widlon, F. M. Mills, J. S. Headley.
Tennessee—R. H. Green.
Texas—Lee J. Rountree, W. L. West, T. C. Green, R. M. Thompson, Sam P. Harben.
Utah—S. L. Raddon, Harry E. Raddon, Lawrence H. Raddon, I. E. Diehl, Mrs. Mary Anderson.
Washington—John A. Swett.
Wisconsin—A. Candrian, F. R. Helmer, F. Kisselbach.

Mr. Alva A. Swain, Secretary of the Colorado Editorial Association, read his paper, "A State Editorial Assotion that Declares Cash Dividends to Its Members."

Mr. Sam P. Harben, Secretary of the Texas Press Association, followed with his paper, "Building Up and Pushing a State Association."

The President named the following Committees:

On Constitution and By-Laws:
J. Frank Buch, Pennsylvania.
R. M. Thompson, Texas.
C. E. Neven, Nebraska.
Mrs. Lucy Easton, Oklahoma.
J. M. Blain, Louisiana.

On Officer's Reports:
W. W. Aikens, Indiana.
E. H. Childress, Illinois.
J. M. Baer, North Dakota.

The Secretary made the usual announcements.

There being no further business for the morning session, adjournment was taken until 2 o'clock P. M.

JUNE 30th, 2 P. M.

The meeting called to order by the President, George E. Hosmer.

Ervin F. Kemp, Editor, "Standard Remedies," Chicago, read his paper on "Standard Advertised Remedies."

Miss Fae Stanley read a very interesting paper on, "Publishing a Newspaper in a Town of Twenty Inhabitants."

Mrs. J. P. Penny of Los Angeles gave an interesting talk and reading on "Newspapers and Women."

The special order for the consideration of the Legislative Committee having arrived, a discussion of this subject followed. After considering the verbal report made by the Secretary of the Committee, Mr. Ploughe, the following motion was offered:

By Mr. John C. Oswald: "Moved that the President be authorized to appoint a committee of five to include Mr. Hosmer and Mr. Ploughe and that they continue their efforts along the line of their work already outlined."

This motion prevailing, the President named the following persons to act on such committee:

George E. Hosmer, Colorado.
Sheridan Ploughe, Kansas.

By Mr. E. H. Tomlinson: Resolution:

"Resolved, That the National Editorial Association favors the following amendments to the law requiring publications entered as second-class mail matter to publish a semi-annual statement as to ownership, etc.

First, to compel all publishers accorded the second-class privilege to include in their statements, affidavits as to the amount of circulation, which affidavit is now required of publishers of daily papers only.

Second, to provide adequate punishment for the making of a false affidavit as to the amount of circulation and providing methods of determining the accuracy of such statements when questioned.

It is suggested that the penalty for the first offense shall be the publication of the finding as to actual circulation and the penalty for the second offense be the withdrawal of the second-class privileges.

Resolved, further, That the Legislative Committee be instructed to work for the passage of these amendments."

Mr. John C. Oswald of New York, moved that the Resolution be referred to the Resolution Committee. This Motion prevailed.

Mr. Tomlinson suggested that as the Advertising Committee was practically in the same situation as the Legislative Committee—without money—that the Committee be continued so as to be ready when anything should arise. In justification of this suggestion, he gave the following reasons:

"Hold conferences with advertising agencies and national advertisers looking to the placing of more advertising in home papers.

Be at the service of members in helping them work out individual problems.

Harmonizing work of state associations and getting more in line with the view of nationalizing of the movement already begun by two or three of the states.

Assisting in overcoming business and other faults on our part which now make it difficult for advertising agencies to place advertising with us."

If the Association or Committee had money to work with, it would have to do this:

"The success of the mail order house depends on advertising. Catalogue advertising is not the best form and without showing of goods essential for greatest success.

A combination of manufacturers advertising in the best advertising medium—the home paper, over the name of the local dealers who have the articles on display can win and be to the great advantage of all of them when the problems attendant thereto are worked out."

Discussion of the Resolution as offered by Mr. Tomlinson followed, Mr. O'Flaherty of New York especially speaking at some length on the topic and at the same time offering many good suggestions.

The motion prevailed.

The meeting then adjourned until 9:30 A. M., July 1st.

THURSDAY, July 1st, 9:30 A. M.

The meeting was called to order by the President.

Invocation by Father B. B. Herbert.

Mr. Schlosser made several announcements regarding the entertainment at San Francisco, San Diego and Oak-

land. Acting upon Mr. Schlosser's report, Mr. Edgecombe moved that matters in connection with the entertainment in the cities named, be left in the hands of the Secretary with power to act.

Mr. Ploughe of Kansas offered the following resolution:

"Resolved, That the Secretary and Treasurer of this Association are hereby instructed to prepare and issue at once, signed by the Treasurer, a card printed under the Constitution and By-Laws of this Association, showing the membership of the holder and that no courtesies, passes, or privileges be issued except on presentation of this card, and that there be no variance whatever from this rule."

The motion prevailed.

Mr. Herbert Cavaness of Kansas coming next on the program, read his paper, "The Editorial Page."

Mr. J. M. Baer, Cartoonist, entertained the convention for a few minutes with a chalk talk illustrated by some rapid drawings.

Miss Sagie Velle Fenton, of Indiana, gave an interesting reading entitled, "The College Girl and the Newspaper."

"The Small Daily as a Big Fact in American Journalism," was the title of a paper given by Mr. James O'Flaherty, of O'Flaherty's Suburban List, New York.

Mr. J. M. Blaim as representative from Louisiana, made an announcement in behalf of the American Association of Teachers of Journalism, asking for the cooperation of the National Association in their work, as the School of Journalism and the American Association of Teachers of Journalism can help newspaper men and editors and associations like the National Editorial Association and asking for their united coöperation.

Mr. C. H. Prisk of California read his paper on "Scientific Newspaper Management."

General Harrison Gray Otis was introduced to the Convention by the President.

Mr. Otis said in part: "I greet you. Perhaps a little late, a fact which I will explain by saying that certain obstacles prevented my earlier attendance on the Association. You are our guests and I am supposed to be one of your hosts. As such I am glad to see you in Los Angeles, glad to meet you here and hope you are getting enjoyment and information from your stay. You have come from all over this great country. You come from the center of publication, from the seat of learning, of journalism and busy statesmanship. We here seem from far away. We are on the shores of the Pacific Ocean, but we are a part of that great whole. The intervening mountains do not cut us off in fact. We trust that you are finding here on the Pacific shores some evidences of growth, development, civilization and achievement, which will perhaps be informative to you, possibly sources of inspiration and enthusiasm in some cases, and that you will carry back information obtained by personal inspection, and the education of travel, which in great degree is more valuable than anything else. We are glad to welcome so great and representative a body as this. We know that you will not forget the visit. We know that you will store your minds with many facts of consequence to us and to the country, and in fact, of consequence to yourselves. I had not proposed, Mr. President, to disturb the meeting and make a speech. With my salutations and greeting and my compliments, I close my few remarks. I thank you very much."

Mr. Hosmer announced that a number of important matters would be presented at the San Francisco meeting, among them the various committee reports, two or three addresses of great interest, and the election of officers for the coming year.

Mr. J. H. Simms of Ohio made a motion that the Association extend a vote of thanks to the Los Angeles newspapers, for the splendid treatment and great amount of space given to the meetings of this convention.

The motion carried.

It was then moved that this meeting adjourn to meet again on July 7th, at San Francisco.

* * *

SESSION IN SAN FRANCISCO
JULY 7TH—2 P. M.

The National Editorial Convention reconvened at Recital Hall, in Festival Building, on the Exposition Grounds, in the City of San Francisco as per adjournment at Los Angeles, President George E. Hosmer presiding.

Mr. Rowell on behalf of the management of the Panama-Pacific International Exposition in honor of the many courtesies extended by the press throughout the United States, presented to the Association, accompanied by appropriate remarks, a beautiful bronze medal appropriately inscribed.

Honorable Lee J. Rountree, Vice-President, of Texas, responded in a most feeling way to this presentation by Mr. Rowell.

Editor McPherson of Santa Cruz gave an interesting impromptu talk on the compensation of the Editor. In part, Mr. McPherson said: "Mr. Rowell has brought out some of the things that can appeal to us as compensation for being in the editing profession. He has shown to us that we deal with life. What is there more magnificent to contemplate than that? He has said nothing to us about the financial returns. Newspaper men, generally speaking, do not get rich. I do not doubt but what there is a single man in the audience but feels that if he had gone into some other profession, he would have had greater compensation than in the newspaper business. But—there are so many other things to appeal to us as compensation. There is so much in the calling to fascinate us. As you go about this great Exposition you feel that everything you see and everything you hear is something that you should see and should hear as a part of your business. You feel that there is something in all that you can use. I wish you would take out of that thought the fact that everything in the world is for you and is grist for your mill. You have life and have it abundantly and that is the compensation in the greatest sense of the word. Your work is in the university of life. You hear about a professor in his cloister away from all things—you are brought up to real things. You don't have to come to meetings of this kind to get your inspiration, but you can get it from the things that inspire others. When you go down the street in your town, you are a baseball fan and Sunday School teacher, and you greet the minister and the business man each and every one of them and they all feel that they and you are on an equal footing in many things. They feel that you are an interpreter of their thoughts—that you are the source of their knowledge. In an important sense, you are a part of all the work, all the institutions, all the industries, all the things that you help. Is there any other profession on earth that brings one nearer to the people—closer to things that make one democratic? This audience is typical of the newspaper fraternity's audience. You do not care for the delusions of life—you do not care for the pretense

You know about those things. You have taken the mask off. You know every man that comes into your office and know him just as he is. When he comes into your sanctum he talks with his mask off, because he knows there is no use for him wearing it there. He knows that he has to come down to bare facts. You can do all the gloss when you present life to the public in your newspaper, simply because it is your business and there is no need for beating around the bush. You are men and women of the people. Isn't that something—isn't that genuine? What are you living for—what are you on earth for if it isn't to be a part of the things of this earth? Generally speaking, what profession on earth is there that is more to be envied? Live while there's life, take in all the entertainments, take in the functions—for whatever is of interest to the people or any class of people is good business—is your livelihood—is the thing you make your living out of, and the thing that will interest. What more inspiration will you wish from your work than this? Have you ever stopped to contemplate the older years—have you ever stopped to contemplate the eventide of life of the journalist? Most men go through life just like the progress of a wheel, and when the time comes to retire, they go to the pile of rubbish to rust. But you of the newspaper profession have found an interest in every little thing on earth. You have found that everything around you is part of your world—that the contemplative period of your life is the most glorious of any contemplative period of life of any profession on this earth. Newspaper men when they retire, if ever, are happy. They are happy—they are contented—they are enjoying life in the fullest. Therefore I say to you that you are a part of the most honored, the most glorious of all the gifts that have been imparted to man. You are the favored fraternity of this earth and it is something that cannot be denied. It is the positive fact. I thank you."

Honorable J. C. Morrison, delegate from Minnesota, next gave an interesting talk on the balance between reading matter and advertising, illustrating his remarks in a way that proved very clear to the newspaper brethren present.

Past-President B. B. Herbert presented the address of John Lee Mahin, of Chicago, with commendatory remarks. Under motion, it was ordered that the address be published in the proceedings.

The hour having arrived for the final reports of the various committees and officers, the first thing taken up was the report of the Secretary, followed by that of the Treasurer and the Auditing Committee on the Secretary's and Treasurer's reports.

REPORT OF AUDITING COMMITTEE, NATIONAL EDITORIAL ASSOCIATION

San Francisco, Calif., July 7, 1915

Hon. George E. Hosmer, President, National Editorial Association

We, your committee appointed to audit the books of the Treasurer and Secretary of this Association, have carefully checked over all receipts and disbursements, this including the receipt stubs of the Secretary and the bank book and balance of the Treasurer and beg to submit the following report:

Receipts:

Balance from 1914 on hand after a reconciliation of Treasurer and Secretary following Houston meeting (less deficit)	$ 4.06
Receipts from dues and convention fees, 1915	1,867.41
Total	$1,871.47

Disbursements:

Deficit, salaries for Treasurer and Secretary, 1914	$ 170.14
Due Secretary and Treasurer salary for 1915	450.00
Due for printing, postage, telegraph, telephone and traveling expense of President and Secretary to be paid	416.03
	$1,036.17
Bills paid by Treasurer for refunds, incidentals, etc.	174.00
Total	$1,210.17
Leaving balance of cash on hand at close of meeting	661.30
	$1,871.47

Respectfully submitted,

FRANK RODERUS,
BYRON CAIN,
SAM P. HARBEN,
Committee.

Mr. E. H. Tomlinson of New Jersey read the report of the committee on the President's Address as follows:

"The Special Committee appointed to report on the President's Address beg leave to submit the following resolution:

Whereas, The main recommendations of the able address of President George E. Hosmer which were in relation to government corner card monopoly and advertising bureau, we consider most important. As they have been discussed upon the floor of the Convention and the declaration made in relation thereto, that the lack of funds prevented doing the needed work, this Committee recommends that the incoming Executive Committee take up the matter of securing sufficient money to prosecute the work during the coming year, and also recommend at the next convention plans for the systematic financing of any work projected by the Association.

On motion of Mr. B. B. Herbert, it was accepted as the consensus of opinion that both the Legislative and Advertising Committees' reports be accepted and included in the matter of financing.

The Committee on Memorials were unable to submit their report owing to the fact that sufficient data on the death of members of this Association had not been placed in their hands by those intimately advised. Under motion it was requested that suitable obituaries and sketches of the lives of the deceased be sent to the Secretary for publication in the pamphlet of proceedings.

J. H. Simms of Ohio read the report of the committee on general resolutions

Mr. Albright of Tennessee moved the adoption of the Committee's report. Motion prevailed, with the understanding that the Committee would submit a supplemental report at the adjourned session to convene in the City of Oakland Friday morning, July 9th.

Mr. William Glenn of Kansas offered the following amendment to the constitution and by-laws:

"All active members of the Association will pay $3.00 for membership to the Association and a like amount thereafter each year for annual dues, and may be held by any editor, news writer, publisher, printer, or any person connected in printing or newspaper business. In addition the membership of each person over twelve years of age attending the annual meetings or accepting the favors or entertainment of the Association, shall be

required to pay a convention fee of $2.00, and no person shall be entitled to any such favors unless he or she is an active member of the Association with the current membership fees paid or representing such active paper."

In accordance with the requirements of our Constitution and by-laws the resolution was placed in the hands of the special committee on constitution and by-laws to be further considered at the adjourned meeting to be held at Oakland Friday, July 9th.

At this juncture in the proceedings of the National Editorial Association, Mr. Tomlinson of New Jersey, moved the adoption of the special resolution providing for the amendment to the general laws reqpiring publications entered as second-class mail matter to publish a semi-annual statement as to ownership, circulation, etc., and providing for punishment in case of false statements. This motion created a heated debate and a motion finally being made to lay the same on the table, said motion prevailed.

The hour for the selection of officers having arrived, Mr. H. C. Hotaling of Minnesota nominated Vice-President Lee J. Rountree of Texas as president of the Association for the ensuing year.

The motion meeting with the unanimous response of the convention, it was moved by Mr. Alva Swain of Colorado that the election be made unanimous, rules suspended and the Secretary authorized to cast the vote for the Association for Mr. Rountree. The unanimous vote of the convention was so cast.

Mr. Rountree was called for, and most feelingly expressed his great appreciation for the high honor conferred.

Mr. Van Gelder, of Chicago, placed in nomination Frank Roderus of the Lumber World Review for the office of Vice-President.

Mr. Gannett of New York placed in nomination, E. H. Tomlinson of New Jersey for Vice-President.

There being more than one nomination for the office of Vice-President and the constitution providing that a ballot be taken, the President appointed the following gentlemen to act as tellers, Mr. Van Gelder of Illinois, Alva Swain of Colorado and Mr. Kline of New York. On roll call Mr. Tomlinson, receiving a majority of all the votes cast, was declared the choice of the Association for Vice-President for the ensuing year.

George Schlosser of South Dakota, present Secretary, was unanimously chosen to succeed himself.

W. R. Hodges, of Minnesota, present Treasurer, was unanimously chosen to succeed himself.

The following gentlemen were unanimously selected to serve as the Executive Committee for the ensuing year:

William M. Glenn, Tribune, Kansas.
Sam P. Harben, Hutchinson, Texas.
J. Clyde Oswald, New York City.
Frank Roderus, Chicago, Illinois.
H. C. Hotaling, Mapleton, Minn.
Homer Harwood, Warren, Mich.

Secretary Schlosser read an invitation from New York City to hold the next meeting in that city.

This was simply supplementing the invitation accepted by the Association in 1914. It was moved and unanimously conceded that there should be no change in the action of the convention and as a consequence, the 1916 meeting will be held in New York City.

Mr. E. H. Higgins moved that the details of the New York meeting be left to the Executive Committee. The motion was seconded and carried.

H. C. Hotaling presented an invitation to hold the 1917 meeting in th City of Minneapolis.

On motion of Mr. William Glenn of Kansas the convention endorsed the invitation to hold the meeting for the year 1917 in the City of Minneapolis.

Mrs. H. C. Hotaling of Mappleton, Minn., in a most appropriate talk on behalf of all who have enjoyed the pleasure of this meeting and outing and as a token of appreciation for the services rendered, presented to President George E. Hosmer of Colorado and to George Schlosser, Secretary, of South Dakota, each, a beautiful rug. The recipients received the gifts, each expressing heartfelt appreciation.

There being no more regular business to come before the convention at this hour, adjournment was taken to re-convene at the Municipal Auditorium in the City of Oakland, Friday, July 9th, at 10 o'clock A. M.

JULY 9TH, 1915

The meeting was called to order by President George E. Hosmer in the Oakland Municipal Auditorium.

Mr. J. J. Higgins, Secretary to the Mayor, Mr. Davies, of Oakland, represented Mr. Davies in a few words of welcome.

Mr. James Cain, Managing Director of the Chamber of Commerce of Oakland also addressed a few words of welcome to the editors.

The President called upon Mr. H. C. Hotaling of Mapleton, Minn., to respond to the addresses of welcome on behalf of the members of the Association.

Mr. Cain and the Secretary, Mr. Schlosser, made some announcements in regard to the program of entertainment to be carried out during the time the editors were to be in Oakland and vicinity.

Mr. Albright of Tennessee, Chairman of the Committee on Resolutions, read the following amendment to the resolutions given to the convention on July 7th.

"Resolved, That the members of the National Editorial Association in annual Convention assembled, express sincere thanks to Secretary Daniels for the courtesies of the Battleship Oregon in the trip around San Francisco Bay and to Commander Reeves and other officers and men of the ship for the many courtesies extended.

Resolved, That we express to President Hosmer, our thanks for his efforts in securing for us this unusual courtesy.

Resolved, Also that we express to the Commercial organizations and citizens of Oakland and of Berkeley hearty appreciation of their courtesies of Friday and Saturday and for the kindly consideration everywhere shown to members of our party."

While waiting for the members of the Committee on Resolutions to complete their work, Mr. J. C. Morrison of Morris, Minn., gave a short, interesting talk on the balancing of advertising and reading matter in a newspaper.

The Committee on Constitution and By-Laws reported that they had prepared a resolution to change the Constitution and By-Laws of the National Editorial Association in connection with the fees of this Association, placed in the hands of the Committee at the meeting held in San Francisco, to read as follows:

"All active members of the Association will pay $2.00 for membership in the Association and a like amount

each year thereafter for annual dues. Membership shall be by application to be approved by the Secretary, and may be held by any editor, news writer, publisher, printer, or by any person connected with the newspaper and printing business. In addition to the membership fee, above provided, each person over twelve years of age attending the annual meeting of the Association or accepting the favors or entertainment of the annual meeting of the Association, shall be required to pay a convention fee of $3.00, and no person shall be entitled to any such favors, courtesies or entertainment unless he or she is an active member of the Association, with the current membership fees paid, or connected with or representing such active member of a member of the family and accompanying such active member."

Signed: J. FRANK BUCH.
R. M. THOMPSON.
C. E. NEVIN.
MRS. LUCY EASTON.

Mr. Sam P. Harben offered the following resolution, which was accepted by the Committee:

"Be it further provided that immediately following the adjournment of the sessions, the Secretary shall be required to make sight draft on each member who has not sent in the annual dues and if draft is not paid, said member shall be dropped from the rolls of this Association."

Mr. Albright moved that an amendment be added to make the Convention fee, $5.00 instead of $3.00.

Both the above motions were seconded, and the President read the Resolution as amended, and which was as follows:

"All active members of the Association will pay $2.00 for membership in the Association and a like amount each year thereafter for annual dues. Membership shall be by application, to be approved by the Secretary and may be held by any editor, news writer, publisher, printer or by any person connected with the newspaper and printing business. In addition to the membership fee, above provided, each person over twelve years of age, attending the annual meeting of the Association or accepting the favors or entertainment of the annual meeting of the Association, shall be required to pay a convention fee of $5.00 and no person shall be entitled to any such favors, courtesies or entertainment unless he or she is an active member of the Association, with the current membership fees paid, or connected with or representing such active member, or a member of the family, and accompanying such active member.

Be it further provided that immediately following the adjournment of the sessions, the Secretary shall be required to make sight drafts on each member who has not sent in the annual dues and if draft is not paid, said member shall be dropped from the rolls of this Association.

We, the undersigned committee, recommend its adoption."

J. FRANK BUCH, R. W. THOMPSON.
C. E. NEVIN, MRS. LUCY EASTON.

Mr. E. H. Tomlinson of New Jersey moved that the matter of financing the Legislative and Advertising Committees be referred to the Executive Committee, and that the same be given attention at the New York meeting.

Mr. Hosmer, the retiring President, then turned the gavel that for twenty-three years has been used by the National Editorial Association to Mr. Lee J. Rountree, who took the chair with a few appropriate remarks.

Mr. Rountree made the following appointments in committees:

Advertising Committee:

E. H. Tomlinson, New Jersey.
F. O. Edgecombe, Nebraska.
Alva A. Swain, Colorado.
J. Frank Buch, Pennsylvania.
Fred E. Hadley, Minnesota.

Legislative Committee:

George E. Hosmer, Colorado.
H. C. Hotaling, Minnesota.
Sam P. Harben, Texas.
P. H. Gannett, New York.
Edward Albright, Tennessee.

Lee J. Rountree
Editor Commercial, Georgetown, Texas. **President-elect National Editorial Association**

ILLINOIS EDITOR MARRIES

Mrs. Mary E. Smith of Pasadena, Calif., announces the marriage of her daughter, Emma Agnes, to Mr. Charles Bradshaw of Carrollton, Ill., Thursday, June 17, 1915, at Pasadena, Calif.

Mr. Bradshaw is the editor of the Carrollton Patriot and one of the most popular Illinois publishers.

At home, after August 1st, Carrollton, Illinois.

Leo H. Lowe, for more than twenty years connected with the Kewanee Daily Star-Courier, most of that time as editor, has purchased the majority interest in the paper, held of recent years by Xenophon Caverno. The Kewanee Printing & Publishing Co., which publishes the paper, owns one of the finest newspaper buildings in the State.

AN INCIDENT AT OAKLAND

Graceful Acknowledgments of an Appreciated Gift

AFTER the close of the Convention at San Francisco, the editors visited Berkeley, Alameda and Oakland and, at the latter place, were given a banquet.

The toastmaster introduced Mr. George E. Hosmer, president of the Association—who after a brief response to the welcoming address, said that he had gathered that it was the consensus of opinion that he had talked enough on this trip, and that it was time that the ladies of the party were given a chance, and he was going to pass this opportunity along to his wife, who would talk of and for the wives of the editors. Mrs. Hosmer said:

Mr. Toastmaster, Ladies and Gentlemen:

Mrs. George E. Hosmer

When a whisper reached me a few minutes ago that I would be expected to talk at this time, I thought it was a joke, but it seems to be a stern reality. After such an introduction by my husband, it seems unnecessary for me to speak either for or of the wife of the editor—you have just had all that I could say in a very condensed way—she is the person to whom the editor shifts any and all of his burdens when they become too heavy for his shoulders.

If I should say the only thing that occurs to me just now, I should be accused of both plagiarism and untruthfulness—for really, the only thought that emanates from the recesses of my brain at this time is——"This is so sudden," and should I say it, I know no editor present would credit me with an original contribution. And after having followed in the wake of President Richardson from the extreme southern boundary of the state all the way to Oakland on a trip where each scene has been so marvelously beautiful that it has seemed that the next one must be tame in comparison, and where at each stop, the courtesies extended to us have been so kindly that they have been kingly, it would not ring with truth for any one of us to say that we are surprised at anything that could happen to us now.

I paid one visit to Madame Ellis, on the Zone, but I find now that I did not get the worth of my free admission—in my extremity I am not a mind-reader, and I do not know just what your toastmaster expects of me. I am able to discern that he is either an editor, or is in close touch with a number here, who, knowing my reputation for sticking to my subject, wanted to make it impossible for me to talk about the editor himself. I could readily tell you a number of things about him.

But about his wife—well, I have been the editor's wife for—I think I would better not tell how long, for my husband may have already told you, and as he never tells it right, it does not do for us both to speak on the subject. He always makes it about twice as long as it is. I don't know why he does this. My friends say that he does not like to remember that there ever was a time in his life when he did not have me with him. His friends say that it is because it seems that long to him.

But though it has been a considerable time, I have never yet been willing, excepting at our national meetings, to be known simply as the editor's wife—I have always wanted to be myself. I am glad to admit, however, that whatever success has been mine in the newspaper and literary world I owe to my husband, for at the time I became his wife, I found myself a stranger in a strange land. I had never even heard of the famous little parasite which impersonates the goat in the initiations into the great fraternity known as Country Newspapers. And I will never forget the time that the little black-faced devil in my husband's office showed me the first type louse I ever saw.

At that time my ignorance was so great that I did not even know that the right proportion of blue pencil marks on the yellowest proof sheet ever seen makes the most beautiful red—a RED that is READ everywhere.

It was not unusual for me to meet people who thought that because I had not been a printer girl, or a local reporter, or the editor of a society page, that I would surely be a failure as an editor's wife and they wondered why my husband chose me. Yet during the very first years of my apprenticeship, Father Herbert, in a complimentary write-up of my husband's newspaper work, said some exceedingly nice things about me as his editorial helpmeet. It is a fact that an editor's wife isn't really one bit different from any one else. The editor is a clear-brained, thoughtful man, and he takes for his wife the woman he loves, and because she loves him she develops into just the kind of a helpmeet he needs, and he makes her, if you will permit me to say it, the happiest woman in the world. She may see much of the seamy side of life—she may see more of the world's sorrows and tragedies, but she also sees the best, the brightest and the most beautiful.

I think you will allow me to say a few words here in appreciation of the beautiful gifts you presented to your president and secretary at San Francisco Wednesday—and I am sure that I am safe in saying that I speak for Mrs. Schlosser, the wife of the secretary, as well as for myself. We know that the beautiful gifts pre-

sented were given to our husbands—not to us—as an expression of your appreciation of them, and of their services—but it was indeed gratifying to us for you to show by your choice of gifts that you recognized that you could best please our husbands by pleasing us; that however we may have seemed to be neglected on this trip—though we may have many times found ourselves the only ones who were without badges, without tickets, without programs, and without instructions—though the gentlemen of the party have never known which would be called upon to look after us while our husbands were looking after all of you, yet we were not out of their minds; that their homes are their havens—and their hearts are right there.

For myself, especially, I want you to know that more beautiful even than the gift was the fact that you knew that my husband would find his greatest enjoyment in something he could use in his home—and something he could share with his wife, with his tall son and with his small daughter.

Ladies and gentlemen—of the Association, and of Oakland, Berkeley and Alameda, I thank you.

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VIRGINIA PRESS ASSOCIATION

By Geo. E. Wray

The members of the Virginia Press Association met at Newport News July 14-17, under the presidency of Geo. O. Greene, Clifton Forge. The president's address and discussion thereon occupied the first days. He extolled his executive committee, consisting of W. McDonald Lee of Irvington; R. A. James of Danville; A. P. Rowe of Fredericksburg; W. S. Copeland of Newport News, and Chas. B. Cooke of the Evening Journal, Richmond. These gentlemen had done excellent work during the past year. Continuing, he said:

"Permit me to say that the officers of the association have the coöperation of every member. In other words, the members should feel that interest in the association, which they expect the officers to manifest at all times, and the newspaper men throughout the State ought to be as anxious to join as we are to have them identify themselves with the association. There is no reason why the Virginia Press Association should not be the most influential body in the State, and it can be made so if all of us will put our shoulders to the wheel.

"For a good many years it has been the custom of this organization to elect a delegate to the National Editorial Association, but not in ten years has there been a report made back to this association by any of the delegates heretofore elected. It seems to me that the Mother of States should be represented at every meeting of the National Editorial Association, and to this end I recommend that steps be taken to bear part, if not all, the expenses of the delegate chosen to the national body. As the retiring president is usually given this honor, I recommend that this suggestion be considered and adopted to take effect in 1916.

"Let me recommend that the constitution and by-laws be so amended as to provide for a standing committee on legislation, the committee to be elected from the floor or appointed by the president. This committee could render splendid service by keeping in touch with legislation in the General Assembly of Virginia and in the Congress of the United States, suggest laws to be indorsed and supported, and inform the members of the association by letter or otherwise of legislation unfriendly to the fraternity. A legislative committee is needed, and I trust it will be the pleasure of the association to act favorably on this recommendation.

"It would be no easy matter to estimate the loss sustained by the newspapers of Virginia annually through fakers in the advertising business, especially the small dailies and weeklies unable to establish relations with one or more reliable agencies. Therefore I recommend that steps be taken to have a committee of one or more to ferret out these fakers and notify the members of the association. The hotel men and the bankers have departments to protect themselves from check-flashers, and it seems to me that the association should provide protection against the fake advertisers. I suggest that a small sum of money be set apart to bear the expenses of the committee in carrying on this work.

"It would prove profitable to the members to consider such subjects as advertising rates, how to secure new subscribers, the offering of prizes, popularity contests, the cost system and so forth. If we do this, there will at once be shown a greater interest in the association, and we will accomplish some real good, because if we stand united on the several problems peculiar to the newspaper business success will surely come.

"I cannot close this feeble effort without saying that the newspapers in Virginia have kept pace with the progress of the times. So far as I have been able to observe, there has been considerable improvement in the news departments of all the newspapers, the editorial tone has been such as to inspire confidence, and while we have had our differences on all the issues affecting the public good, we meet here as brethren, and pledge our best efforts to the advancement of our respective communities, our state and the nation.

"For my State and country I want to see peace, progress and plenty, and to this end I invite you to work, conscious of the fact that we can do much to help along the efforts made to advance the interests of all the people. We live in a great State, and as newspaper men we should strive to keep it prominently before the world. This I am sure you will gladly do. I trust in the days to come we shall keep our hearts and minds as pure as the waters of our beloved Commonwealth, and that our future may be as bright as the noonday sun and our faith as steadfast as that of our fathers. To one and all, I bid you Godspeed."

The following committees were announced:

Nominations—A. P. Rowe, James C. Latimer, E. C. Bradshaw, E. G. Moseley, R. A. James.

Finance—R. S. Chamberlayne, J. H Lindsay, R. N. Robinson.

Resolutions—R. A. Anderson, R. S. Barrett, M. T. Harrison.

Membership—W. S. Copeland, M. Botts Lewis, E. S. Flynn.

The delegates were taken in parlor and special cars to Hampton Institute at Hampton, where luncheon was served, and to the Soldiers' Home; in both institutions bands paraded in honor of the visitors.

Returning to Newport News preparations were made for a reception at the Warwich Hotel; and this was a very gay affair.

On Friday, business started briskly before nine o'clock, when Miss Bertha Gray Robinson (Lady Bertha) gave an historical record of the changes made in the Virginia Press personnel during the year. Miss Robinson later gave some interesting Facts and Fancies with regard to press advances in the state.

Mrs. E. W. Bissell reviewed the progress of news and newspaper-making from the time the first regular mail started from New York to Boston on January 1,

1673, down to the present, and stressed the rapidity by which the news of today is handled. In 1760 there were but eight mails a year from Philadelphia to the Potomac. The first newspaper published in America was the Boston News Letter, established in 1704. She spoke of the power of the press for uplifting humanity, for combatting evil, for dispelling ignorance and for establishing the truth in all its fullness and beauty. Mrs. Bissell paid this tribute to the newspaper workers:

"The men who make for progress and for righteousness today in such a fashion that it penetrates to the consciousness of the modern life and becomes effective in an elevated public opinion, in enlightened legislation, in a higher sense of ethics, in saner views of life, are those who serve as editors and reporters of our daily papers."

After more business had been transacted the members left on special cars for Buchroe Beach, where a fish dinner was spread for all. The rest of the day was spent in the waves of the Atlantic or on the splendid beach, and among the other attractions, all of which were open to the badge wearers.

Advertising Men Advocate Highest Business Ethics

Commerce and Christianity

Bishop Warren A. Chandler, Chancellor of the Emery University of Atlanta, Georgia, spoke of Commerce and Christianity. He characterized revolutionists who call themselves reformers as "men who know no way to get the rats out of the barn except by burning the whole building to the ground."

Christianity, declared the bishop, is "a money-making, wealth-creating religion," inseparable from the permanence of successful business and with proof of its power in the fact that Christian countries are the only ones where wealth abounds.

Dr. Charles R. Van Hise, president of the University of Wisconsin, the second speaker, in an address on "Education and Industry," referred to the economic and industrial mal-adjustment in the United States and pointed out some of the methods by which education can be utilized for a more equitable distribution of the nation's wealth.

Standpatters Make Socialists

"Your standpatter, the man who sits still and cries out against changing the existing order of things, makes more Socialists than the man who goes out and preaches socialism," said Dr. Van Hise in substance. "I am not a Socialist, but I believe that the longer the present conditions of unemployment and unjust distribution of wealth continue the more Socialists we shall have, and that the faster the condition is remedied by capitalism the fewer Socialists we shall have."

Among remedies for unemployment Dr. Van Hise suggested education of men for both major and minor employments in order that when a man skilled in one pursuit is thrown out of a job he may be competent to turn to another job, supplemental in character, which in all probability would not be so vitally affected as his major employment by adverse conditions.

Suggests Unemployment Remedies

Standardization of railway and other equipment so that it will be possible for factories to operate in dull times and store up stocks that will be desirable years in advance was another suggested remedy. Still another was the cutting down of the expense of getting farm produce to the ultimate consumer. He further commended insurance against unemployment, shorter hours, better sanitation, and free employment agencies, as partial remedies.

The following account of the session of the newspaper section of the convention, as given by the Chicago Tribune, will be of especial interest to the readers of the National Printer-Journalist:

The 155 newspaper delegates representing the newspaper section of the convention, unanimously voted to adopt the following standard of practice:

To make none but true statements of circulation.

To maintain advertising rates as published.

To reject fraudulent advertising.

To oppose free publicity.

It was decided to form a closer organization in the form of a departmental of the A. A. C. of W. under the title of the "Newspaper Departmental of the Associated Advertising Clubs of the World," with annual dues of $10, the membership to include both daily and weekly newspapers.

Special Committee to Report

Chairman William H. Field, who is business manager of The Tribune, appointed a committee composed of J. B. Woodward, Chicago Daily News; W. J. Hynes, Boston Globe, and F. St. John Richards, St. Louis Globe-Democrat, to act as a nominating committee and to report today. The standard of practice was drafted by Frank B. Webb, advertising manager of the Baltimore News, while the form of constitution was drafted by A. E. Chamberlain of the Knill Chamberlain Special Agency, Chicago newspaper representatives.

James B. Schermerhorn, publisher of the Detroit Times, who strongly favored the proceedings, commented on the expeditious manner in which the constructive meeting had been conducted, the results of which will give the newspapers representation on the national commission of the Associated Advertising Clubs of the World. Mr. Schermerhorn declared that it is now only a short time before all newspapers will be forced to subscribe to the formulated standard of practice.

Sounds Knell of "Fakers."

Previous to the passing of the resolutions, Mr. Field explained that some of the larger newspapers (including The Tribune) long have had a similar standard of practice in their own business and that newspapers as well as advertising associations and industrial concerns generally should follow the same course. The result of yesterday's action is expected to be consternation in the ranks of quacks and fakers who have been maintaining a precarious foothold in some of the less careful American newspapers.

Louis Wiley, business manager of the New York Times, in an address on "The Effect of Advertising Censorship on the Cash Drawer" proved that the newspaper publisher who continues to accept bad advertising in the light of the standards of today is bound to be wrecked like the vessel owner who accepts a cargo of acid that will cut the bottom out of his ship.

Raps Dishonest Publishers.

"There can be little doubt that every man, newspaper owner or not, who gives rogues the opportunity of realizing their nefarious schemes is particeps criminis," said Mr. Wiley. "He who assists in the perpetration of fraud is accessory to a criminal offense. It has been said that if there were no receivers there would be no thieves, and if predatory advertisers had no means of reaching the gullible part of the public their occupation would be gone.

"It is not always easy to measure the intentions of advertisers. It may safely be assumed that any scheme which appeals to the avaricious tendencies of our nature should be examined with deep suspicion.

Holds Publisher Responsible

"The publisher who takes money for advertisements of this kind is legally, as he is morally, responsible for the publication of such obvious and paltry plans for the spoliation of the ignorant.

"Newspapers as well as individuals are judged by the company they keep, and a newspaper which keeps its columns absolutely clean is the publication sought by the man who has a worthy product to sell. Such a newspaper does more than lend its circulation to an advertiser. It puts upon the goods he sells the indefinable stamp of honesty. It has already plowed the field he wants to sow.

"There are few editors who will allow a false dispatch or report in their journals. Why should a distinction be drawn with business news which affects the purses of their readers?

"For the public is prone to receive advertising as it does news, and there is a close relationship between these happenings on the social side of life and the garment a department store offers for sale. The two are interwoven and there is a dependence of on upon the other.

Honesty Expands the Cash Drawer.

"The censorship of advertising can be epitomized by a paradox. If it is loosened, the publisher will choke to death on his own greed—if it is tightened and his newspaper has the favor of the public, the cash drawer will expand with honestly earned receipts.

"The sincerity of the newspaper which proclaims its devotion to the public welfare in its editorial columns and sells its advertising columns to quacks and frauds is open to question. There is no doubt whatever that the newspaper which has the greatest value as an advertising medium is the one which declines fraudulent advertisements.

"The advertisements declined by the New York Times because they are fraudulent, indecent, or offend good taste total at least $200,000 a year. If we had printed this rejected advertising we might have printed $200,000 worth of fraudulent advertising and very little of the other kind.

"The New York Times rejects all unworthy or doubtful advertisements and welcomes information from its readers in aid of its efforts to keep its advertising columns absolutely clean.

"There can be no dispute as to the immorality of printing a fraudulent advertisement. In addition, it is a poor way to build up business. There is no stability about that kind of advertising. Legitimate advertising helps to build up a newspaper. Fraudulent advertising helps to put it down."

Flat Rate Policy Urged

William H. Ingersoll of Robert H. Ingersoll & Bros., New York, and Lafayette Young, Jr., business manager of the Des Moines, Ia., Capital, made strong pleas for flat rates in newspaper advertising. Mr. Ingersoll urged that publishers who have erred in the past in acceptance of bad advertising clean up their practices without delay and that all erring advertising agencies and erring advertisers join voluntarily in what is bound to be the universal movement. Joseph H. Finn of the Nicholas-Finn Advertising Company, talked of cooperation with newspapers.

Walt Bloeser, manager of the motion picture division of The Tribune's advertising department, declared that "movie news is on a par with baseball news."

Points to Benefits to Movies

"The feature companies should advertise," he said, "and will in the future, because their products are shown under favorable circumstances for advertising. That newspaper advertising has been successful for them is proven every day, not alone in The Tribune's own pictures, but with other newspapers throughout the country."

Mr. Bloeser's talk was followed by the first exhibition of a Tribune film entitled, "Racing the Deadline," showing the processes in making The Tribune from the forest timber that enters into the paper stock to the finished newspaper. Included in the film is a thrilling play acted by members of The Tribune staff, showing the adventurous pursuit of a big news "beat" and the resulting "scoop" by a nervy and resourceful Tribune reporter.

Newspaper Advertising Leads

Joseph H. Appel, director of publicity for the John Wanamaker stores of New York and Philadelphia, speaking before the retail advertisers' meeting, pronounced the newspaper the paramount force in effective advertising.

"Retail advertising is the people's guide in their everyday living," said Mr. Appel. "The newspaper is the natural medium for retail advertising and for all advertising. Newspapers circulate in the densest centers of population, where are also congregated the largest stores with the greatest volume of merchandise. So they are therefore the most efficient mediums for all advertising.

"Advertising is the speech of business. Advertising is to business what language is to man—its mode of self expression. A business that will not advertise is both deaf and dumb, and as heavily handicapped in the world's progress as a deaf and dumb man.

"Human Interest" Ads Win

"Advertising that is saturated with human interest is bound to be most widely read. The word 'news' as printed in our American newspapers has come to mean 'human interest.' Stores must tell their own news in a human interest way.

"Honesty in business usually means life; dishonesty surely means death.

"Honesty never is comparative or relative. Honesty is absolute—it means telling and living the truth, the whole truth, and nothing but the truth.

"Advertising, when efficient, does lower the cost of commodities because it becomes the million tongue salesman, making possible the multiple merchant, who can sell to multitudes cheaper than the cross roads merchant or the peddler can sell to ten or a dozen people."

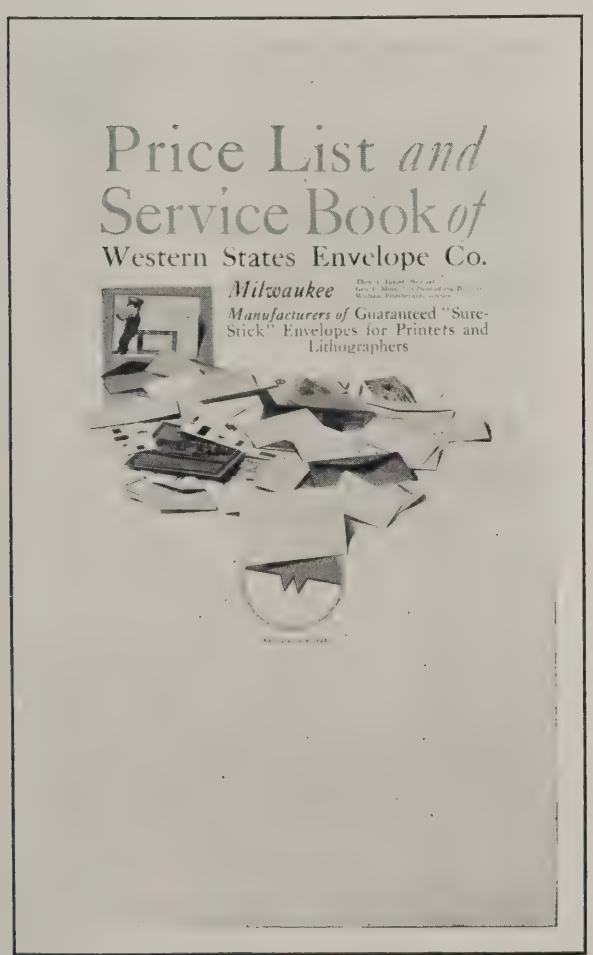
I. R. Parsons, advertising manager of Carson, Pirie Scott & Co., spoke of the amount of money which should be spent in advertising retail stores. He believed that about 2½ or 3 per cent on the gross business done is about the right amount the average store should spend for advertising.

"We all know that there must be some limit to the amount a retail store should spend for advertising and there must be a figure below which a store cannot safely go in trying to save in the matter of advertising," said Mr. Parsons. "I do not know of any retail store of any consequence which spends less than 1½ per cent for advertising, nor did I ever hear of any store lasting very long with an advertising burden of more than 4 per cent. Between these two extremes lies the advertising expenditure upon which a retail business can build and prosper."

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, Box 321, Chicago.

PROMINENT among the specimens on my desk for this month is the "Service Book" of the Western States Envelope Company of Milwaukee. This book caught my eye at first glance because it contains, on the first page, a good likeness of my old friend, George F. Moss, who used to sell me paper when I was in the business up in Wisconsin. Mr. Moss is now vice-president and manager of this thriving envelope company. Apart from this personal interest, however, I found this "Service Book" most interesting and valuable, not only as a delightful piece of engraving and printing, the product of the Hall Advertising Company of Milwaukee, but also because of the matter which it contains. The Western Envelope Company deals only with printers, so that this book is intended to appeal entirely to them. It shows a lot of things which many of us never knew before, telling not only how to build up the envelope business, but also giving diagrams of how forms can be printed in sheets so that they can afterwards be cut up into envelopes. In fact it is possible for a printer, by means of instructions given by this company, to make up a form for printing on a full-sized sheet with letterheads on one-half of the sheet and envelopes on the other half. This is not only economical as to press work, but it insures the same identical colors on both envelopes and letterheads.


Price List and
Service Book of
Western States Envelope Co.
Milwaukee
Manufacturers of Guaranteed "Sure-Stick" Envelopes for Printers and Lithographers

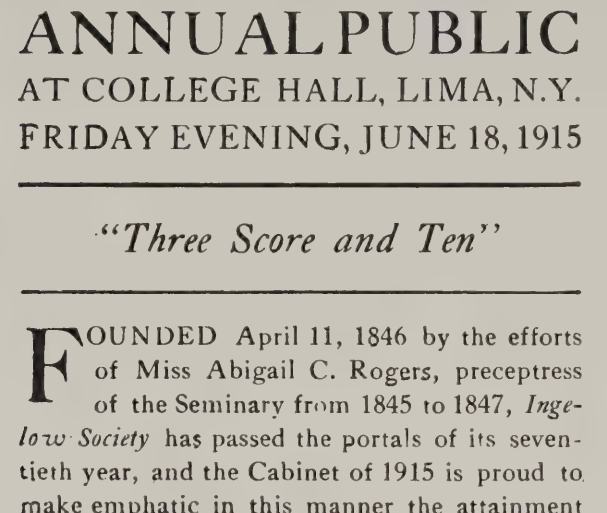
No. 1

After printing, the half containing the letterheads is cut off and cut up into the separate heads, while the other half is shipped to the envelope company to be made up into envelopes. It is a fascinating study—this envelope proposition—especially when shown in such attractive style as is done in this book, and I feel that Mr. Moss' company is to be congratulated on its enterprise in getting it out.

✧ ✧

Without showing the least malice toward us for making the error, F. A. Van Gelder of Lima, N. Y., calls attention to the fact that in our last issue we had him placed in Lima, Ohio. We surely beg his pardon. Out our way Lima usually means Ohio without any further question. I cannot now determine whether the responsibility lies with the stenographer, the compositor or myself. Mr. Van Gelder also states that he is responsible for the Dusenbury & Conniff shoe folder which was shown in our June Department. Am glad to know this, because it was a worthy creation and one which should not be classed anonymously. Mr. Van

Gelder encloses two recent pieces of work which he says are his last until he gets back from his vacation. Praise be that he is able to take one. These two specimens are delightful pieces of commencement work, one page of which I am showing herewith; but goodness! the engraver has not made it as I wanted it.



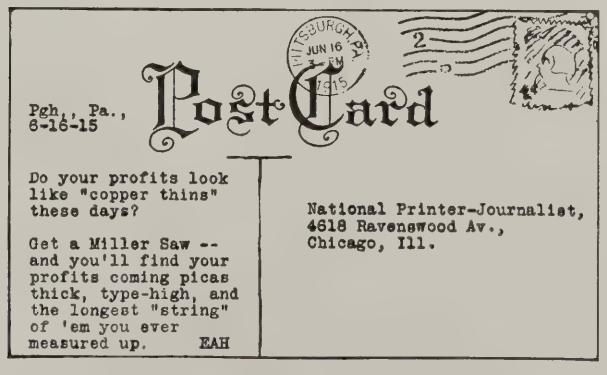
ANNUAL PUBLIC
AT COLLEGE HALL, LIMA, N.Y.
FRIDAY EVENING, JUNE 18, 1915

"Three Score and Ten"

FOUNDED April 11, 1846 by the efforts of Miss Abigail C. Rogers, preceptress of the Seminary from 1845 to 1847, *Ingelow Society* has passed the portals of its seventieth year, and the Cabinet of 1915 is proud to make emphatic in this manner the attainment by this society of the scriptural summit in years. ¶ One of our charter members, Mrs. Mary Bristol Yerkes, is still living in our community and sends her maternal benediction. ¶ Nineteen years ago, on June 23rd, 1896, the society celebrated the Semi-Centennial of its history by appropriate exercises in College Hall, and in 1921 we anticipate a glorious reunion in honor of our Diamond Jubilee. ¶ *Ingelow* has made a great record in Genesee Wesleyan Seminary and in the coming year will press forward "coveting earnestly the best gifts."

No. 2

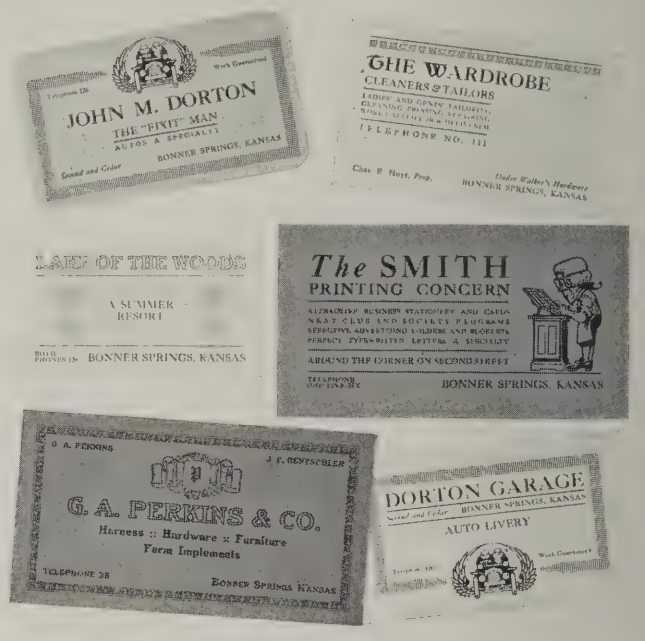
A good example of connecting up the present business situation with the industry, is this timely postcard which recently came from the Miller Saw Trimmer Company of Pittsburgh. I hope you can read the typewritten message on the left end of the card. On the back of the card is a first-class little sales talk for the Miller trimmer, in two colors.


PITTSBURGH PA
JUN 16
Pgh., Pa., 6-16-15
Post Card
Do your profits look like "copper thins" these days?
Get a Miller Saw -- and you'll find your profits coming picas thick, type-high, and the longest "string" of 'em you ever measured up. EAH
National Printer-Journalist, 4618 Ravenswood Av., Chicago, Ill.

No. 3

✧ ✧

From Levi L. Smith, Bonner Springs, Kans., comes a bunch of very attractive business cards. Even when these cards are made up in plain black and white, as is the case of those for The Wardrobe and the Dorton Garage, these cards do not lack attractiveness by any means. Mr. Smith seems to understand what a card ought to be and has the material and the ability to work it out.



No. 4

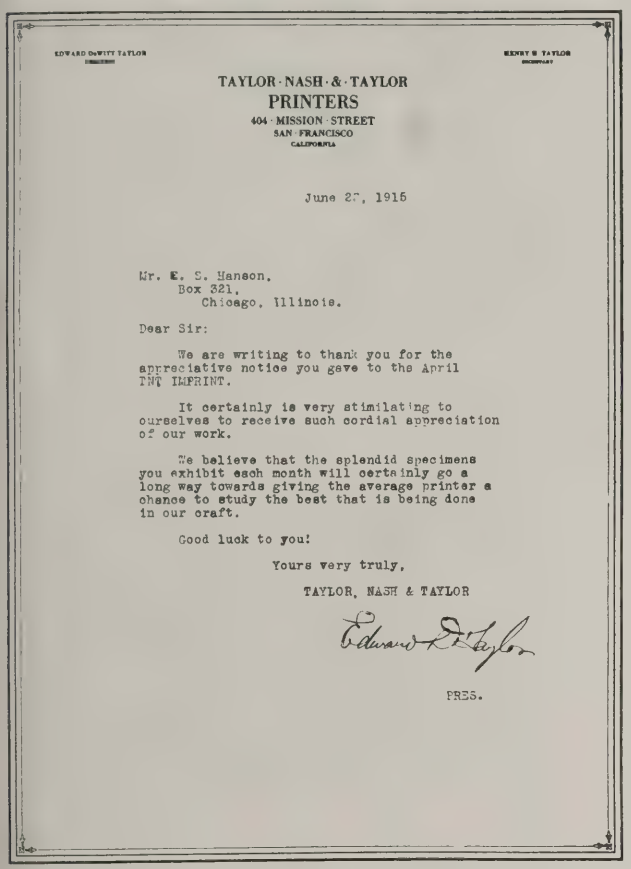
✧ ✧

It is coming to be more and more common in mailing an expensive piece of printing to put a piece of board of the same size as the envelope along with it to keep it in shape. It is really distressing for a person who has a taste for the beautiful to receive a handsome piece of printing and engraving which has been creased and battered in the mail. Customers who are sending out this class of work should be encouraged to avoid this. The printer may not be able to charge any more for it than the actual cost of the board, but it is to his advantage, no less than to the advantage of his customer, to have the finished product get to the ultimate consumer—so to speak—in the very best possible shape. If battered and disfigured

a piece of printing is at a discount, no matter how attractive it may have been originally.

✧ ✧

I am glad to have this letter from Taylor, Nash & Taylor, San Francisco, not only because of the encouragement which it contains,



EDWARD DeWITT TAYLOR — HENRY B. TAYLOR

TAYLOR·NASH·&·TAYLOR
PRINTERS
404·MISSION·STREET
SAN·FRANCISCO
CALIFORNIA

June 27, 1915

Mr. E. S. Hanson,
Box 321,
Chicago, Illinois.

Dear Sir:

We are writing to thank you for the appreciative notice you gave to the April TNT IMPRINT.

It certainly is very stimulating to ourselves to receive such cordial appreciation of our work.

We believe that the splendid specimens you exhibit each month will certainly go a long way towards giving the average printer a chance to study the best that is being done in our craft.

Good luck to you!

Yours very truly,

TAYLOR, NASH & TAYLOR

Edward DeWitt Taylor

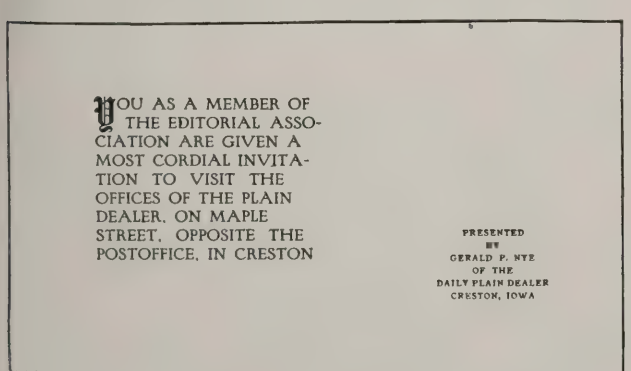
PRES.

No. 5

but also because it allows me a look at the very dignified stationery which this firm is using.

✧ ✧

This little invitation card, the composition of which is somewhat out of the ordinary, was



YOU AS A MEMBER OF THE EDITORIAL ASSOCIATION ARE GIVEN A MOST CORDIAL INVITATION TO VISIT THE OFFICES OF THE PLAIN DEALER, ON MAPLE STREET, OPPOSITE THE POSTOFFICE, IN CRESTON

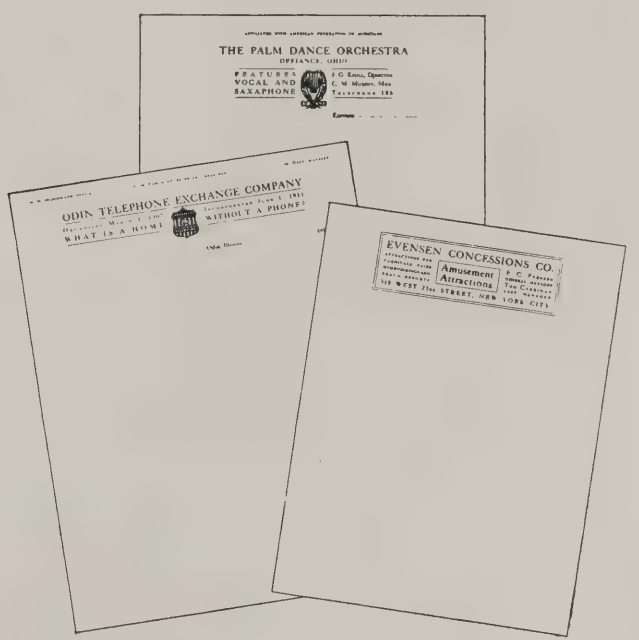
PRESENTED BY GERALD P. NYE OF THE DAILY PLAIN DEALER CRESTON, IOWA

No. 6

sent in by O. E. Booth, Creston, Iowa. I consider the typewriter effect—having the type lining up to the left and ragged on the right—is a good one for a change and absolutely unworthy of the condemnation which it may get from some sources. I also like the letterhead and folder about which Mr. Booth asked particularly, and see nothing about them to find fault with except possibly the fact that the panel on the letterhead does not make an even margin around the type matter.

✧ ✧

Tom Corrigan, who is with the Crescent Printing Company, Defiance, Ohio, is a contributor this month whom I do not remember having heard from before, and I am glad to welcome him to this family. I think the letterheads are very satisfactory indeed. The cover page would have been better with the name of the company only in text type and the name of



No. 7

the town and state in something much plainer. Personally I do not like the style of using a capital "O" in co-operative, but this is something which is usually controlled by the customer, leaving the printer no option in the matter.

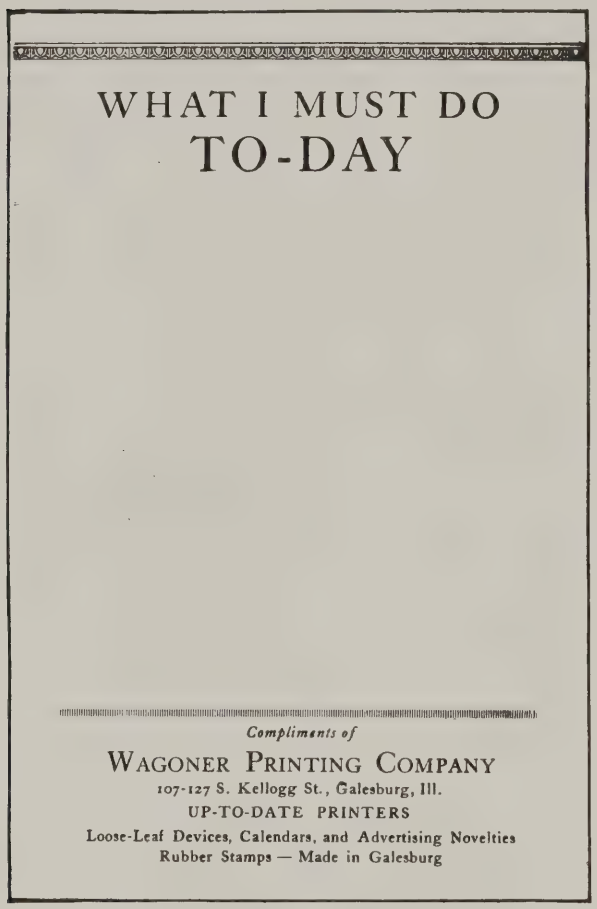
✧ ✧

I fear that the Cleveland Trust Company, Cleveland, Ohio, is not employing the same printer as formerly. This department used to get quite regularly from it some very handsome printing. There has been nothing for some time, however, until just now comes in a "Service Book," the inside pages of which are printed with a fair degree of taste, but the cover of which I do not like at all. It is a showy creation in blue, carmine and gold; and

although I have not much taste for that kind of thing, it would have been fairly good if carefully worked out. The work has been roughly done, however, the blue especially being put on in a most unworkmanlike manner.

✧ ✧

From Walter Walleck, with the Wagoner Printing Company, Galesburg, Ill., comes a bunch of work which includes a considerable amount of college printing of very good grade. He

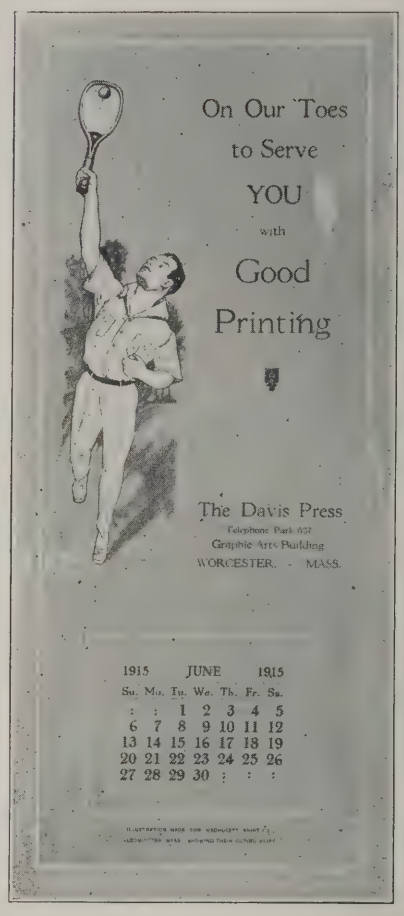


No. 8

also sends a little slip, quantities of which are no doubt sent out to customers and prospective customers of the Wagoner Printing Company to keep the name of this company before buyers of printing.

✧ ✧

Here is the June calendar from the Davis Press, Worcester, Mass. Apart from the general serviceableness of this creation, the interesting thing about it is that the illustration, as stated in small type at the bottom, was made for a shirt company for which the Davis Press was doing some printing. The wording on the calendar, however, has been so well adapted to the cut that it would seem to have been made especially for this purpose. This is an

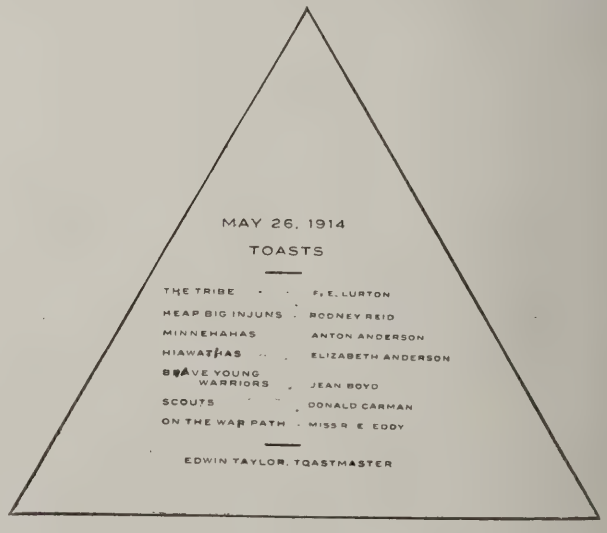


No. 9

idea which other printers might well follow.

✧ ✧

A. L. Tucker, editor the Detroit Herald, De-


MAY 26, 1914
TOASTS
THE TRIBE - - F. E. LURTON
HEAP BIG INJUNS - RODNEY REID
MINNEHAHAS - ANTON ANDERSON
HIAWATHAS - ELIZABETH ANDERSON
BRAVE YOUNG WARRIORS - JEAN BOYD
SCOUTS - DONALD CARMAN
ON THE WAR PATH - MISS R. E. EDDY
EDWIN TAYLOR, TOASTMASTER

No. 10

troit, Minn., sends this novel banquet menu and program. When spread out so that it will

stand on the table, it represents an Indian tepee. The banquet was an Indian affair, the toasts being such as "The Tribe," "Heap Big Injuns," "Minnehaha," "Hiawatha," etc., while the menu itself is printed in the Chippewa language.

✧ ✧

Wright, the electric printer of Tonawanda, N. Y., sends out this card through the mail, and attached to it is a little bag of sand—real sand,

A Hold Up

Now that we have you "*hands-up*" permit us to say that Electric Printing is as effectual in monopolizing *attention* as is the professional's sand bag.

This sand-bag is handy as a paper weight, and is of a size convenient to throw at a dog.

Perhaps you lack the "sand," as a reason why you don't place that order for Spring Advertising? In that case open the bag.

Some immortal bard whose name we've mislaid consoles us with the following:

"GRIT makes the man,
Lack of it the chump:
The man who wins, Advertises,
And makes his business hump!"

Patrons of Wright, Electric Printer are singing the favorite hit entitled "It's a long, long way to Buffalo," to the tune "*Spend in the Tonawandas.*"

Cease "watchful waiting" and be an active PROSPECTOR for the nuggets of trade—*yours following power-publicity.*

Wend your way to 53 Tremont St. or ask a conference over Bell 278-J.

No. 11

we should say it is from the feeling of it, and on my postal scale it weighs just short of two ounces, so that it goes through the mail for two cents.

✕ ✕ ✕

APPRECIATION AND KIND WISHES

Georgetown, Texas, July 26, 1915.

Col. B. B. Herbert, Chicago, Ill.

Dear Col. Herbert:—I am mailing you check for subscription to the Printer-Journalist to July, 1916. Have been reading the Journalist for more than a dozen years, and it is always a welcome visitors, ads and all.

Wishing you many more years of useful life, and trusting we may meet in New York next year at the N. E. A. Convention, if not sooner,

I am sincerely and fraternally,
LEE J. ROUNTREE.

✕ ✕ ✕

CO-OPERATION WITH A NEWSPAPER ORGANIZATION

The advertising men of the Capper Publications were in session in Topeka, Kansas, June 24, 25, and 26. This is an annual down-to-brass-tacks conference on the matters that bear on the efficiency of the organization. Marco Morrow, director of advertising, presided. Besides the advertising men who took part, J. E. Griest, Business Manager of the Capper Publications, addressed the meeting; H. B. Clark, director of circulation also made one of the talks, and Charles Dillon, A. L. Nichols, and Miss Mabel Graves of the editorial department, discussed the subject of editorial coöperation. Large graphic charts had been prepared showing a comparison of the amount of advertising of various commodities carried in each of the Capper papers, these furnishing a good index to the things in which the people who read these papers are most interested, and a suggestion

The present "Managing Editor" of the State of Kansas, with a group of his Advertising Hustlers on the Capper Publications

accordingly to the editors. Trade investigation, data, and dealer coöperation were among the other subjects discussed.

Before the meeting closed, a picture was taken of those in attendance, with Governor Capper, on the steps of the State House. The meeting merged Saturday afternoon and evening in the annual reunion of all Capper employes, celebrated by 1,200 people, with a barbecue and other festivities at Gage's Park, near Topeka.

The outside men who were present were:

From Chicago—J. C. Feeley, C. C. Clark, S. C. Berberick, J. P. Fletcher.

From New York—W. T. Laing, H. V. Johnson, C. W. Mewborn.

From Kansas City—T. D. Costello, R. W. Mitchell, A. W. Pinnell.

From St. Louis—C. H. Eldredge.

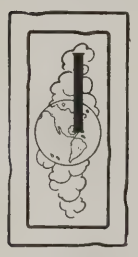
From Oklahoma City—M. L. Crowther.

From Omaha—J. T. Dunlap.

Field Men—A. B. Hunter, Wichita; John W. Johnson, Topeka; Ed. R. Dorsey, Cameron, Mo.; Jesse R. Johnson, Lincoln, Neb.; C. H. Hay, Kansas City, Mo. and George Boone.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.



I LOVE the city paper and the country paper. They are molders of public opinion and keep it from molding. I have worked on both of them, and I desire to see both of these powers for good in national and local unfoldment and upliftment get all that is coming to them. And it seems to me that the Batesville (Ind.) Tribune gives some food for thought to its brethren in the smaller places in the following paragraph. It does not blame the city circulation departments for their astuteness, but reminds country publishers that they too, are business men:

DON'T BE A CHEAP CANVASSER

If the county newspaper man would cease to act as a free-will, unpaid and unthanked agent for the city dailies, it would be better for country newspapers in general. The little street gamin has his price for selling the city daily on the streets, but the country editor will hire a livery rig, drive twenty miles through the mud, and actually feel proud if he succeeds in selling a half dozen city dailies to the farmers at the regular price of such papers to agents, without any compensation whatever, except the poor privilege of including his own paper at a discount of from fifteen to twenty-five per cent. Would the city daily do so much for him? Is it not time, boys, to cease this process of self-destruction? Let us quit now.

There are many families that should take at least one country paper and one city paper as well, but the country paper, which is the more valuable to the country resident if it is a real paper, is produced at a much higher, relative cost than the city paper that has "arrived." The country subscriptions of such a paper are "velvet," especially if it can induce country publishers to help to get subscribers for it in the manner mentioned by the Tribune editor, who speaks as from the personal experience of a man that is awakened.

It is intensely aggravating to a country publisher who does the best he can, which is often far more than he gets paid for, to have a subscriber claim that he obtains very much more for his money out of the city daily, or its three-times-a-week or weekly edition, than out of the country paper. It is sometimes true, but never should be so, if the country paper is worthy of the name!

In some places, however, where the country paper is all it should be, a city paper with a pinch of news from the district in which the country paper is located, is taken by many people who stop the country paper, and send their cash to the city paper next year—to the very paper that the country publisher, by means of some clubbing offer, was instrumental in putting into their hands. And as the Tribune editor points out, the country publisher often cuts his own price to establish the city paper in the homes of his readers as an ultimate competitor. I believe that a good country newspaper should sell at a fair price on its merits, and should be paid for in advance, as are the city papers. And I am more and more convinced that there should be no let-up in an educational campaign to show all present and possible subscribers how, no matter how many other papers they take, they NEED the country paper, and they should get it injected into their subliminal consciousness that it is a most important item in the general welfare of their district to have their home paper, their OWN paper, succeed.

If city newspapers were run on as poor business lines as country papers, they would have a mighty hard time of it. They have problems of which the country publisher does not dream. They have the advantage, however, of a larger staff than the country paper, and can thus employ men to look after the business end where in many cases the editor of a country paper, excellent as an editor, has to look after the business end and even edit the handbills himself though he is not any better business man than many a city editor.

But I believe—I KNOW—that many country editors have won success in both their newspaper and job offices through the very simple means of reading the National Printer-Journalist and its articles on cost-systems and the addresses on all details of the business given by men who have had just such situa-

tions to buck up against in their early days. And the staff of the N. P.-J. have had, I believe, more experience in successful country journalism than that of any other trade paper, besides having an inside view of the problems of the city offices as well. If country publishers, who are naturally loath to pay money for a publication when they get so many in exchange, were as alive to the business benefits of the trade paper as are job printers, who have no papers, country newspaper offices all over the country would make the magnificent successes that many are making. The country newspaper supplies a need of the public. And how to make the public realize this need is one of the points on which the editor, all the department men and many of the other specialists who contribute to this paper, are ready and eager to advise.

No extra charge for writing this advertisement, Father Herbert. I did not intend to mention this paper when I began. But I wish to my soul that all country editors believed in their papers as much as the staff of the N. P.-J. believe in theirs. But, believe us, we have a harder task to get our limited public to believe in our paper to the full extent to which it should be supported than you have with your neighbors. And your problem is not so simple that it can be learned in a day.

The Public Likes Poetry—So Why Not Use It in Advertising?—In Moderation, of Course.

A blotter with a border of money bags and a very attractive picture of your Uncle Samuel, from the People's Printing Co., Scranton, Pa., has this poetic introduction:

Uncle Sam Objects to Our Making Money

We cannot make a dollar bill—
It's not we don't know how to—
But Uncle Sam puts down his fist
And says we're not allowed to.
[Ornament in red—Union Label]
But give us all your printing work,
The diff'rence then is funny—
For Uncle Sam will not object
That YOU are MAKING MONEY!

Unbiased

Talk about the Freedom of the Press. Here (in Hume, Mo.) shall the Press the people's rights maintain, unawed by influence and unbribed by gain, judging from the following notice in the Telephone in that town:

We print whatever we please and the way we please and the people who think it is worth it pay $1 a year, and those who don't are welcome to their opinions and their dollars.

Humor—and Other Aids in Helping Good "in Spite of"—(State or Condition of Mind.)

For years this department has looked with a friendly eye on real humor in advertising, though warning against the making of advertisements so "darn funny" that they might be taken for jokes. And now it is gratifying to see that the publications devoted to advertising no longer contain violent diatribes against humor. More and more are they realizing that we are a nation of humorists, and that humor is a vital force in advertising as in everything else.

Some of the most effective humorists are the cartoonists, whose editorial work is being appreciated by editors now as never before, though it is now many years since Boss Tweed, who had some of the ablest newspaper men in the country arrayed against him, said, "I don't mind the editorials, but damn the cartoons!" Too much of the modern newspaper work consists of primitive humor of the slapstick variety, but there are more cartoonists today than there ever were who can make a single picture or series of pictures more of a force for good than many an able editorial. And there have been some fine examples of cartoons that drive home an advertiser's story as effectively as larger space than they require does when devoted to carefully prepared reasons "why."

Successful Farming is a successful advertiser, as it is a successful paper despite its name. But Success might have been one had it lived up to its original plan, and not entered into competition as a general magazine with a full field. Many were and are successful because they read Success when the burden of its song was Success, and naught else.

About this time in a less strenuous year Successful Farming used a series of cartoons to combat the hard times bugaboo. We seem to have this bogy with us—this out-of-joint time—for a longer period than that laid down by political economists in times when periodic laws ruled more definite periods than prevail in this age of world interaction. If the world had a greater sense of humor, there would not be so much demoralizing fuss and fear. Successful Farming took its cartoon philosophy from a daily paper, giving due credit, and using it on the sheet shown as I. The red heart, with a geographical significance that the farm paper uses on all of its advertising, gives a very effective note of color on this circular. Perhaps we need such cartoons and such advertising this year more than we did when this was published. The direct and indirect results of war have not been so much a cause of business de-

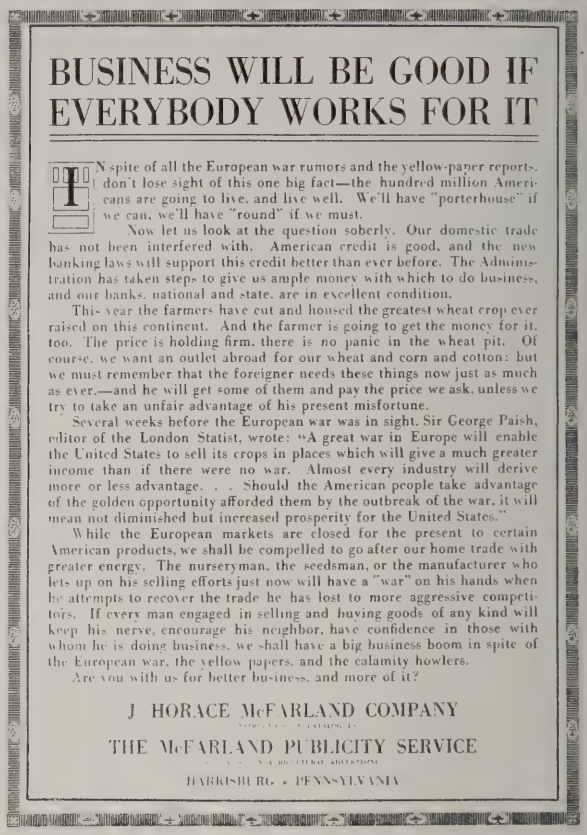
pression in this country as the direct and indirect results of Fear. Let us work with the true humorists to get rid of both these plagues of the human race, "at least," in the words of R. L. S. put into the mouths of children of a

ITS A COLD DAY WHEN YOU CAN'T HEAR
A NEW CAUSE OF FINANCIAL DEPRESSION
IT'S ALWAYS DUE TO THE DEMOCRATS AND THEIR INIQUITOUS TARIFF!!
(EX-REPUBLICAN OFFICE HOLDER)
PURELY PSYCOLOGICAL! PURELY PSYCOLOGICAL!
PRES. WILSON
THE AUTOMOBILE IS RESPONSIBLE! JUST THINK OF IT! UMSTEEN MIL HUNDRED MILLIONS SPENT FOR AUTOS TO SAY NOTHING OF THE GASOLINE
THE ECONOMIST STATISTICIAN
IT'S RUM! THE DEMON RUM! DID YOU NEVER CONSIDER HOW RICH WE'D ALL BE IF WE HAD ALL THE MONEY THAT GOES FOR LIQUOR, TIED UP IN A SOCK
THE PROHIBITIONIST
AW SAY Y'U WANTA KNOW WHASSAMATTER? IT'S THESE'RE PROHIBITIONISTS THROWIN EVERBODY OUT OF EMPLOYMENT.
THE WETS
LABOR UNIONS! THAT'S WHERE ALL THIS TROUBLE STARTED! — LABOR UNIONS AND ANARCHISTS —
(THE OLDTIME EMPLOYER)
TOO MUCH REGULATION! A MAN CAN'T STEAL A MILLION ANY MORE WITHOUT SOMEBODY WANTING TO INVESTIGATE
THE DIRECTORS OF THE NEW HAVEN R.R.
THERE ITIS
HIGH FINANCE
THE NEW HAVEN STOCKHOLDER
DIRECT PRIMARIES, RECALL AND REFORM ARE ENTIRELY RESPONSIBLE
THE OLD STANDPATTER
THE MOVING PICTURES ARE DRAINING ALL THE MONEY OUT OF THE WORLD
THE SHAKESPEAREAN DRAMATIST
IT'S ALL DUE TO THE JUXTAPOSITION OF MARS AND JUPITER AND THE SIGNS OF THE ZODIAC
THE ASTROLOGER
I HADN'T HEARD OF IT, WHEN DID IT HAPPEN?
THE MIDWESTERN FARMER
700,000
GUARANTEED
J N Darling, "Ding," cartoonist on the Register Leader, is very close to the people of the central west and the above cartoon from the R. & L. of July 21st is a fair interpretation of the views of the people of the Great Wealth Producing Heart of the Country
SUCCESSFUL FARMING, DES MOINES, IOWA
E. T MEREDITH, PUBLISHER.

No 1

smaller growth, "so far as we are able." Many a business has been indirectly damaged by war that would have prospered if its owners had less fear and more humor.

Last year the J. Horace McFarland Company, specialists in printing for agricultural advertisers, sent a mailing circular to agricultural advertisers that did not harm anybody who took its advice. It is reproduced (2) as a specimen of good printing, and also of an optimism that is not out of place this year—that is, in fact, probably needed more this fall than it was in spring, 1914. It is a study in tone. The orange red of the inner rule border and the toned rule beneath the heading may perhaps be a trifle off lengthwise register on the particular copy received by this recipient, but this effect is hardly noticeable, and the gray of the border corresponds with the tone part of the underscoring rule. As to printed matter that



BUSINESS WILL BE GOOD IF EVERYBODY WORKS FOR IT

IN spite of all the European war rumors and the yellow-paper reports, don't lose sight of this one big fact—the hundred million Americans are going to live, and live well. We'll have "porterhouse" if we can, we'll have "round" if we must.

Now let us look at the question soberly. Our domestic trade has not been interfered with. American credit is good, and the new banking laws will support this credit better than ever before. The Administration has taken steps to give us ample money with which to do business, and our banks, national and state, are in excellent condition.

This year the farmers have cut and housed the greatest wheat crop ever raised on this continent. And the farmer is going to get the money for it, too. The price is holding firm, there is no panic in the wheat pit. Of course, we want an outlet abroad for our wheat and corn and cotton: but we must remember that the foreigner needs these things now just as much as ever,—and he will get some of them and pay the price we ask, unless we try to take an unfair advantage of his present misfortune.

Several weeks before the European war was in sight, Sir George Paish, editor of the London Statist, wrote: "A great war in Europe will enable the United States to sell its crops in places which will give a much greater income than if there were no war. Almost every industry will derive more or less advantage. . . Should the American people take advantage of the golden opportunity afforded them by the outbreak of the war, it will mean not diminished but increased prosperity for the United States."

While the European markets are closed for the present to certain American products, we shall be compelled to go after our home trade with greater energy. The nurseryman, the seedsman, or the manufacturer who lets up on his selling efforts just now will have a "war" on his hands when he attempts to recover the trade he has lost to more aggressive competitors. If every man engaged in selling and buying goods of any kind will keep his nerve, encourage his neighbor, have confidence in those with whom he is doing business, we shall have a big business boom in spite of the European war, the yellow papers, and the calamity howlers.

Are you with us for better business, and more of it?

J HORACE McFARLAND COMPANY

THE McFARLAND PUBLICITY SERVICE

HARRISBURG • PENNSYLVANIA

No. 2

SUCCESSFUL FARMING
STORING WINTER VEGETABLES
Trenches
$22.53 Per Acre Net Profit From A South Dakota Farm
The Ideal Rural Credit
Many Other Good Things In November Successful Farming
Read Our November Number
A Red Arrow
SUCCESSFUL FARMING
E. T. MEREDITH, Publisher
DES MOINES, IOWA

No. 3

tells you business is good when you know it is rotten (but possibly simply because you have not acquired the Larger Vision) it may be that sometimes we refuse to put on the rose-colored spectacles of the optimist, and that thus both he and we fail to receive benefit from his advertising. But surely such a slip as this (3) in many lively colors and gold, should inspire the recipient.

Rush Orders to Rushville.

I feel sure that some critics would want to "reset" an envelope corner such as this (4),

Rushville Republican
A Daily and Semi-Weekly
Rushville, Indiana

No. 4

along with a good many other jobs that would much better be reset, but I have seen some reset specimens that were excellently composed, but with all their excellence were oh; so ordinary! The double rules and the central "R" of this job are red; the remainder black, and there is an individuality about it that pleases, as does all individuality that is not mere freakishness. Even the use of the "R" with the protruding hoof seems to be the inspiration of an artistically original mind, which does not believe in the wantonly regular. It is compositors whose early work is like this that develop into designers like Stutes, of Spokane, who has never broken away from the best ideas of the renaissance epoch of modern job typography, and whose work is perennially fresh and modern.

The Rushville Republican is one of a number of papers which, in response to a request made some time ago, have sent me examples of how they advertise their home towns as well as themselves. I wish to make an article for the N. P.-J. concerning these newspapers whose towns should arise and call them blessed, which is much better than sitting (or lying) and damning them. In the booklet contained in the envelope, entitled "About Rushville, Indiana, and Its Leading Newspaper," after the article "Like Topsy, Rushville Just Grew" (Topsy "growed") the statement is made that "the Daily Repulican goes to 931 of the 1050 Rushville homes"—which is going some.

"The Glory That Was Greece."

The ancient Greeks were artists in all the art there was in their day. The only reason they were not artists in typography was because there was no type then. I say "the ancient Greeks were artists" and not just those that followed art as a vocation or an avocation, because with them more than any other people of which we have a record, art was national. They believed, for instance, that every child could learn to draw, and should learn and so the children were led to learn, to their great benefit in whatever they might choose as their life-work. And so the Greek artists doubtless received contemporary appreciation that must of itself been most inspiring.

Here (5) is a page that is Greek, with some of the Italian motif that was the result of Greek influence. It is classic and classy. May-

CO-OPERATION
COMPETENCY
ORGANIZATION

EXPERIENCE AND
UNUSUAL SERVICE

have built our business to its present proportions. Have you any printing problems in mind? Call or phone 4090 Chelsea, or we will send a representative

¶ We insert here a few quotations from "A Feather in Our Cap." While you think of it send for a copy NOW

"I cannot give you any stronger commendation than to say that for the brief period of a few months we were wooed away by the attractiveness of another printer's price, but we soon found the error of our ways and we are glad to get back with the printer upon whom we know we can depend at all times."

"There may be several concerns in the front rank besides The Charles Francis Press but I do not recall their names at the moment."

"We doubt if there is another printing establishment in New York City that could render as satisfactory service"

"I should certainly feel that you had not been well paid for this work, if I had not sent you this acknowledgment because good printing requires something more than money by way of compensation"

"Everything that you have done for us has been very satisfactory and we feel sure that anyone who needs anything in your line can count on getting an attractive and satisfactory job"

"Only the best work fills our requirements, and in this connection I am pleased to tell you that what you have already done for us has been most satisfactory"

CHARLES FRANCIS
PRESS SERVICE
FRANCIS PRESS BUILDING
WEST 13th STREET, NEW YORK

No. 5

be the Greek compositor (had there been a Greek compositor in the elder days of Art) would have omitted the paragraph mark had it been invented then, but the Italian would have invented it, and put it in.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

LINOTYPE METAL

The Mergenthaler Linotype Company has just completed the printing of a little booklet dealing exclusively with Linotype Metal, and giving much information regarding its proper handling and the use of incidental accessories. It supersedes the earlier booklet on this subject produced three years ago, and is authoritative and up-ti-date.

The subject of Linotype metal is a particularly important one, and the appearance of the finished work can be largely aided by an adherence to the principles of handling which long experience and much experimenting have indicated to be the best. Not only must the originally selected metal be of uniform quality and proper hardness, but a constant watch must be kept to see that it is maintained at its original chemical and mechanical mixture.

The accessories described, such as thermometers, the low metal alarm, Ewald Pot Plunger Cleaner, various furnaces and so on, have all proven their work in the service of large and small Linotype offices throughout the country, and have the recommendation of this company.

A copy of this booklet is being mailed to all Linotype users, but should a copy not be received for any reason, one will be gladly sent upon application to any of the offices or agencies of the Mergenthaler Comp[illegible].

⁂ ⁂ ⁂

A "REVELATION OF AN EXHIBIT"

The extent of the usefulness of sealing devices and gummed sealing tapes was demonstrated by the remarkable exhibit of the founders of this industry at the recent National Printing Show in Chicago.

The booth of the National Binding Machine Company, New York, Chicago, San Francisco—attracted a throng of visitors amazed by the versatility of the demonstrations. The new National Package Sealer made its debut here. It opens a new field for the gummed tape industry. It permits the retailer to enjoy the advantages of gummed tape sealing systems because with the National Package Sealer it is possible to seal packages without touching the gummed side of the tape. These machines will be sold by the licensed paper jobbers.

For this sealer, the National Binding Machine Company have perfected a special "National Package Tape" free from the "gluish odor" to which patrons of the store might object.

Another revelation was the "National Automatic Power Sealer." It was driven by electricity and with clock-like regularity shot forth strips of wide tape of the exact length for which the indicator had been set.

The operator showed how quickly and easily this handle can be set for any length desired.

And of course, the regular "J. D. Model" was there—the old standby of the largest shipping departments in America.

By way of contrast with these modern machines there were a few of the old models with the unsanitary, glue-clogged felt moisteners.

As an artistic background to the demonstrations, there towered rolls of National Tape, some in the simple dignity of "Kraftman's" paper, others enlivened by the trade-mark imprint of some of the largest advertisers.

They use "National" tape for three purposes: To fasten their packages together; to advertise the contents and to act as a seal that readily shows, and thereby prevents tampering with the contents.

Another set of these rolls in bright colors consisted of bread labels and labels of every description. The National Binding Machine Company makes about 75 per cent of all the bread labels used in America.

But interesting and instructive as these exhibits were, they revealed only one side of the pioneering activity of the National Binding Machine Company. It has created a new profession, the "Packing Engineer." He starts where the "Efficiency Engineer" generally leaves off. The latter concerns himself with the production. The packing engineer applies the Efficiency Principle to the Wrapping and Shipping Departments.

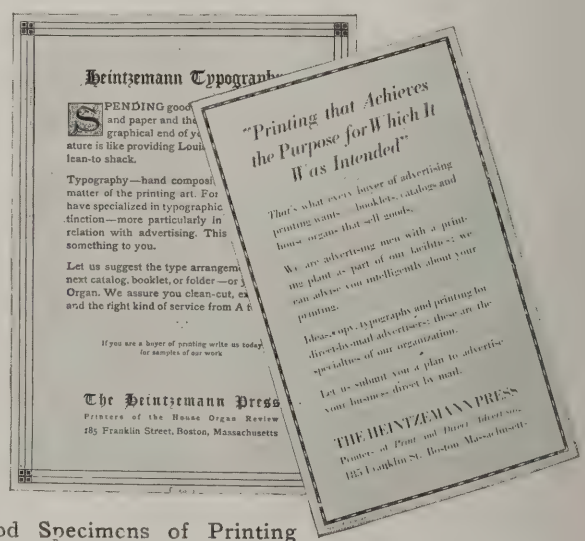
The importance of this field may be realized when one considers the hundreds and hundreds of millions of package goods handled annually in factories, wholesale houses and stores.

⁂ ⁂ ⁂

Five years ago Henry Kahrs of 240 East 33rd Street, New York, discovered a way in which stereotype matrices could be molded by taking an impression of the type form in a job press on a piece of specially prepared matrix board.

After using this new discovery in his own office for about four years, improving it from time to time, in December, 1914, it was offered to the printing trade under the name of The Acme Stereotyping Process, and immediate and numerous inquiries concerning it poured in from all quarters.

Casting stereotype plates from press-molded matrices has always appeared to be the ideal process in the mind of every printer-stereotyper. It has always appealed to him as a most desirable condition of affairs if, either before or after running off a job, he could take an impression of the form on a flong or prepared matrix sheet that would mold sharply and produce a good stereotype plate. Mr. Kahrs claims that the Acme Dry Stereotyping Process meets these requirements.


Heintzemann Typograph
"Printing that Achieves the Purpose for Which It Was Intended"
The Heintzemann Press
Printers of the House Organ Review
185 Franklin Street, Boston, Massachusetts
THE HEINTZEMANN PRESS

Good Specimens of Printing

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

PUBLISHERS, ATTENTION: I want to put money into a publishing house that wishes to develop the printing of fraternal insurance papers. I have original plans and will risk my own money on them.—Box C, Mt. Morris, Ill.

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

JMB
CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N. DAK.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

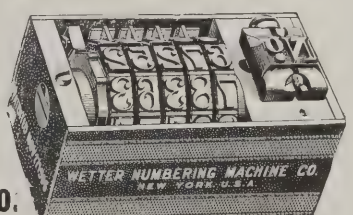
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. PRICES FROM $5.00 UP

No. 12356
FACSIMILE IMPRESSION

BUY ONE NOW



Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

THE KEYSTONE TYPE FOUNDRY offers printers a service which is planned to meet their daily needs. Have you tried it? When your next need for Type, Steel Equipment, Printing Material or Machinery arises try the Keystone and see if you do not find the disposition and the ability to help. Take the easiest way of telling us. We will respond promptly

PHILADELPHIA NEW YORK BOSTON CHICAGO
DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

KTF Keystone Type Foundry

QUICK ON

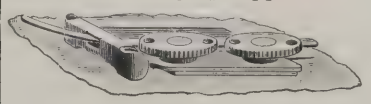
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan
Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.

Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

SELLING LETTERHEADS VERSUS SELLING LETTERHEAD-SERVICE

¶ There is quite a difference between merely selling Letterheads at so much per thousand impressions, etc., and selling a distinctive Letterhead-Service. The difference is not only in the act but also in the profit accruing therefrom.

¶ The old-time printer, like the old-time business man, concerned himself very little about the advertising or business-producing possibilities of stationery. Letterheads were produced at so much per thousand irrespective of whether they fit the business for which they were intended. There is very little profit in such unscientific business to either the printer or his customer.

¶ Letterheads should be sold and bought according to their "sales value". This phase of the Letterhead printing business has only been touched. The possibilities for specialization in this field are practically unlimited. It is not theory but a proved fact that the printer who makes careful study of the needs of his customers, is high and dry of the whirlpool of competition.

¶ In the successful printing of Letterheads, the element which must be given most consideration is paper because paper is the vehicle of correspondence. It is what the recipient of a letter sees first. Literally, it is what a man sees between the lines and it is this impression which makes or breaks a letter.

¶ If you were to invest in an automobile, you would undoubtedly insist upon a country as well as a boulevard demonstration. We ask that in considering Brother Jonathan, you put it to the "rough road" test, because then only can you appreciate to the proper extent, the profit-bearing opportunities we are offering you in this paper. In Brother Jonathan you are not dealing with an unknown quality. Over a quarter of a century of service to printers and business men is a reputation which can be made an important asset in your business.

One glance at samples is Brother Jonathan's best selling argument. It is the impressive quality of the paper that makes it so appropriate for business purposes. If you want plain or printed samples, we will send them promptly.

WHITE AND TINTS ENVELOPES TO MATCH

Brother Jonathan Bond

"THE CORRESPONDENCE PAPER OF THE DAY"

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.
Missouri-Interstate Paper Co. . . . . Kansas City, Mo.
Mississippi Valley Paper Co. . . . . St. Louis, Mo.
Southwestern Paper Co. . . . . Dallas, Texas.
Southwestern Paper Co. . . . . Houston, Texas.
Pacific Coast Paper Co. . . . . San Francisco, Cal.
Sierra Paper Co. . . . . Los Angeles, Cal.
Central Michigan Paper Co. . . . Grand Rapids, Mich.
Mutual Paper Co. . . . . Seattle, Wash.
Commercial Paper Co. . . . . New York City.
American Type Founders Co. . . . . Spokane, Wash.
American Type Founders Co. . . Vancouver, British Col.
National Paper & Type Co. (Export only), New York City.
National Paper & Type Co. . . . . Havana, Cuba.
National Paper & Type Co. . . City of Mexico, Mexico.
National Paper & Type Co. . . . . Monterey, Mexico.
National Paper & Type Co., Guadalajara, Mexico.

BUTLER·BRANDS PAPER THE BEST

J. W. BUTLER PAPER CO.

ESTABLISHED 1844 CHICAGO

Johnsonized Machinery

We are listing a few of the high grade "JOHNSONIZED" Presses that are good enough for almost any print shop for job and book printing.

1375	**Pony Miehle 1-A,** two-revolution, bed 26x34, rear tapeless delivery, rack and screw distribution,	$1000.00
1335	**Miehle** two-revolution No. 1, four form rollers, table distribution, both fly and sheet printed side up delivery, bed 39x53,	1800.00
1374	**Miehle** two-revolution, bed 39x53, front fly delivery, table distribution, four form rollers,	1500.00
1520	**Pony Miehle No. 2,** bed 24x31, front fly delivery,	950.00
1567	**Pony Miehle No. 1,** bed 26x34, front fly delivery,	1100.00
1394	**Century,** two-revolution, bed 30x42, front fly delivery, four form rollers,	1400.00
1368	**Century** two-revolution, bed 43x56, four form rollers, front fly delivery,	1600.00
603	**Huber** two-revolution, bed 29x43, front fly delivery, four form rollers,	1350.00
1282	**Whitlock** two-revolution, bed 29x42, front sheet delivery, four form rollers,	1400.00
1331	**Pony Scott** two-revolution, front fly delivery, bed 25x31,	900.00
1504	**Cottrell** two-revolution, bed 25x31, front fly delivery,	850.00

These presses are all guaranteed to be thoroughly rebuilt, free from all defects in material and workmanship and to do as good work as they ever did in the hands of a competent workman.

The saving is 50% and more from their price first handed.

Complete descriptions and a list of other machines in stock furnished upon request.

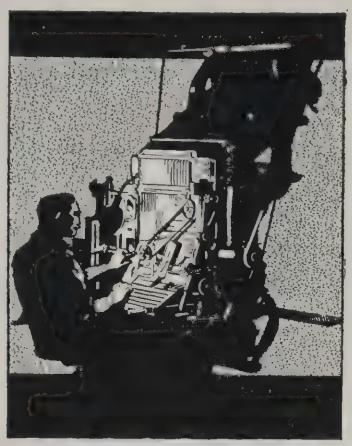
C. I. JOHNSON MFG. COMPANY

INDEPENDENT PRINTERS SUPPLY HOUSE

Hansen Diamond Nick Standard Line Type ST. PAUL, MINNESOTA

THIS ADV. SET IN HANSEN CASLON LIGHT AND BOLD FACE

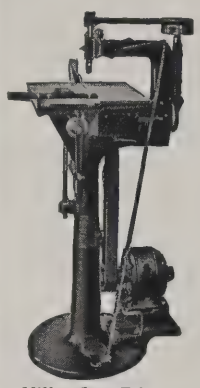
It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype.



The hand that keeps the world informed

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING, NEW YORK
CHICAGO, SAN FRANCISCO, NEW ORLEANS,
CANADIAN LINOTYPE, LTD., TORONTO

THE MILLER SAW-TRIMMER



Miller Saw-Trimmer with Router and Jig Saw Attachment

Put the best printer in your plant on this machine and he will show you that it pays bigger dividends than any machine of its size, price or weight.

Nine cut forms out of ten that go to press in your plant carry from $1.00 to $5.00 worth of hidden profits—just for lack of a Miller Saw Equipment.

Shipped on 30 days trial. Try it out in October.—you'll need it in November.

Miller Saw-Trimmer Company
Point Building Pittsburgh, Pa.

FRED'K H. LEVEY CO.
NEW YORK
MANUFACTURERS OF
HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

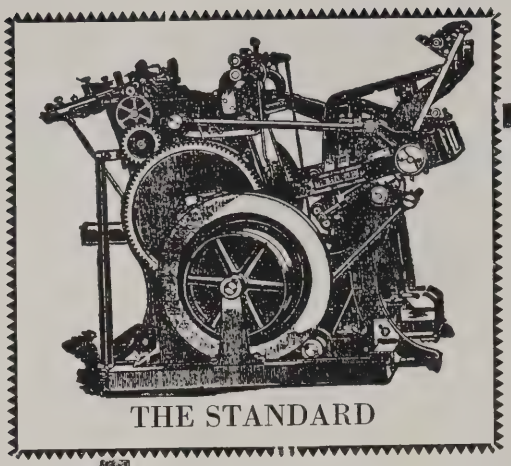
FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary
NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 345 Clay St. — SEATTLE, Armour Bldg.

NOW READY FOR DELIVERY
THE IDEAL POULTRY KEEPERS GUIDE
Copyrighted August 16, 1915
The Only Poultry Chart of Its Kind Published in the United States and Canada. Invaluable to everyone interested in poultry.
AN IDEAL PREMIUM FOR R. F. D. CIRCULATION
Retail price, $1.50. Special Price Quantity Orders. Send 35c for sample postpaid.
S. BLAKE WILLSDEN, Publisher
Headquarters for all Anatomical Charts.
1606 Heyworth Bldg. - - - Chicago.

Buy This Book
The Practical Printer
By Henry G. Bishop

Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer - Journalist
Station X - - - CHICAGO



THE STANDARD

The Standard

High-Speed Automatic Job Press

Pays for Itself Automatically

Only $250 Down

Our Terms Run on Rubber Tires.

So Easy They Never Jar.

Easy to Buy. Easy to Learn.
Easy to Earn Big Money With.
Easy to Keep Busy.

The Standard

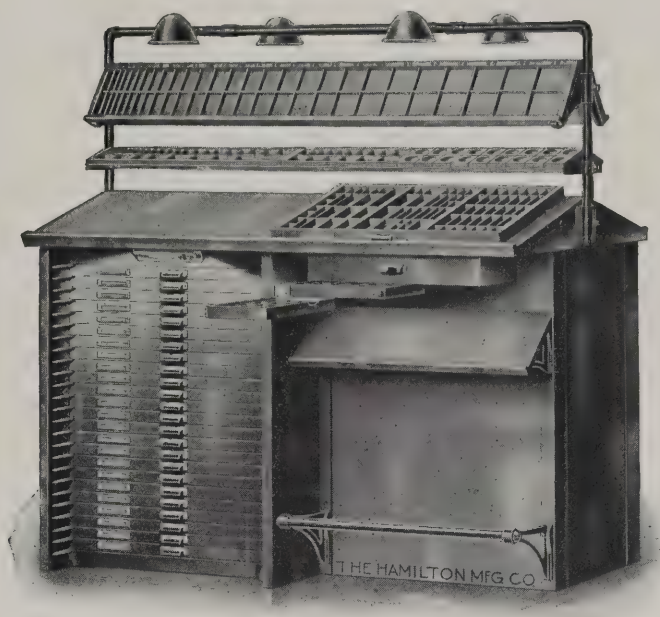
alone has stood the practical test of day in and day out work in the job department.
No other machine has ever survived this test.

Write for Particulars.

WOOD & NATHAN COMPANY

SOLE SELLING AGENT

Thirty East Twenty-third Street, NEW YORK CITY



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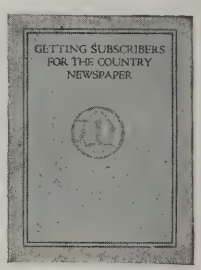

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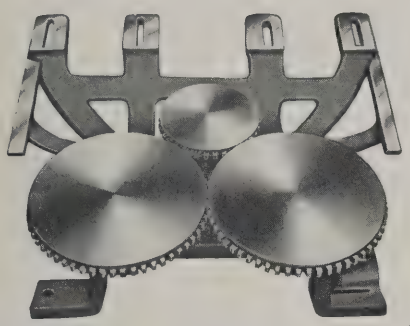

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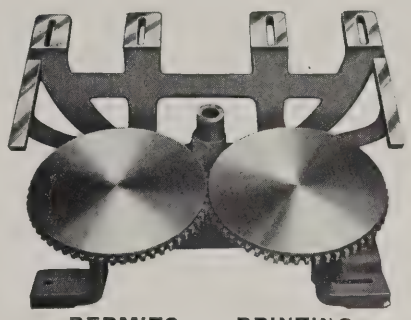

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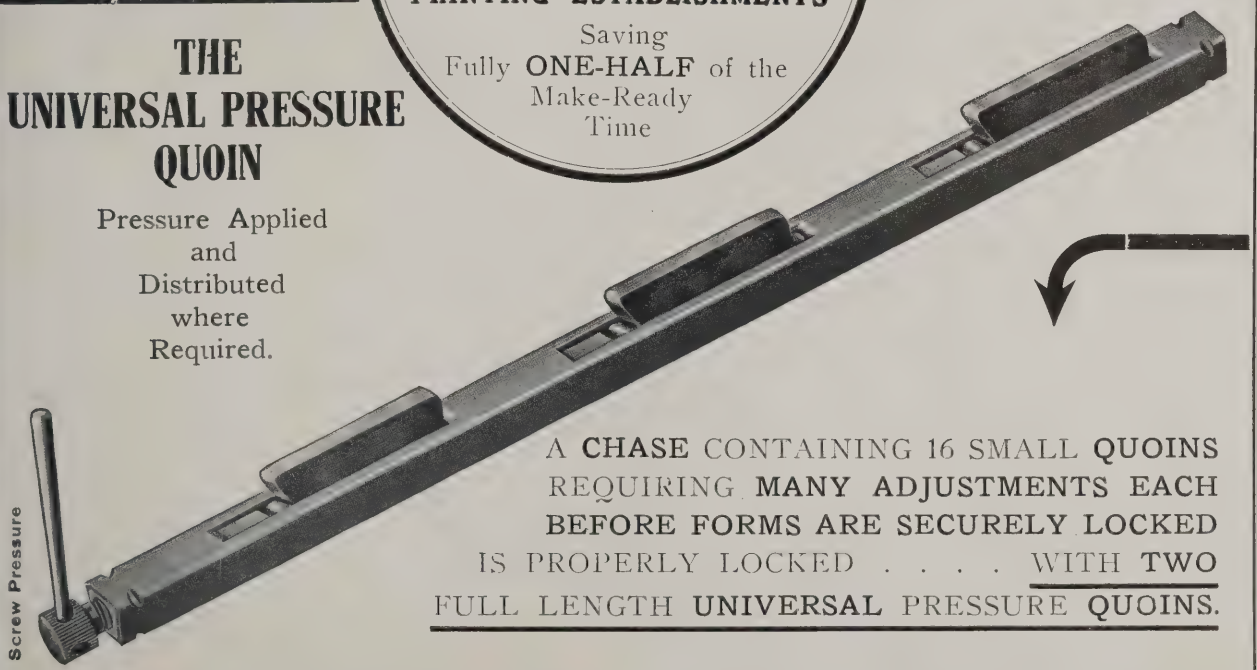

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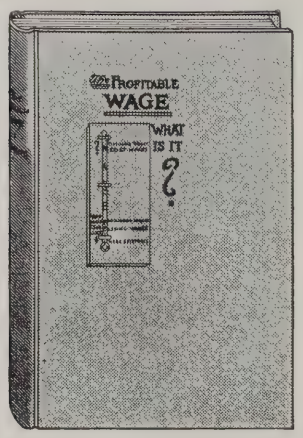

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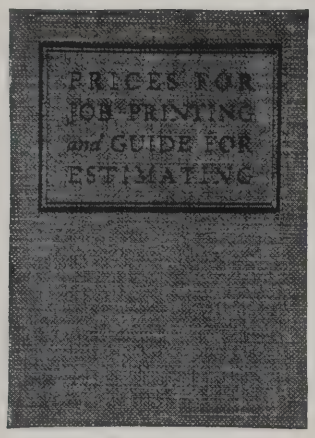

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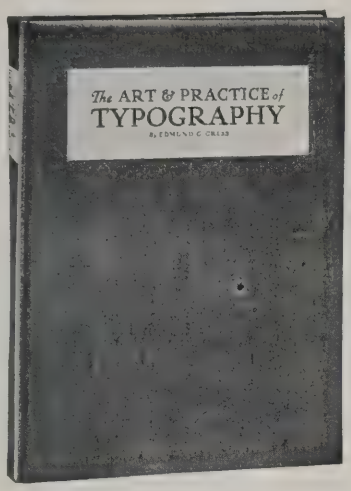

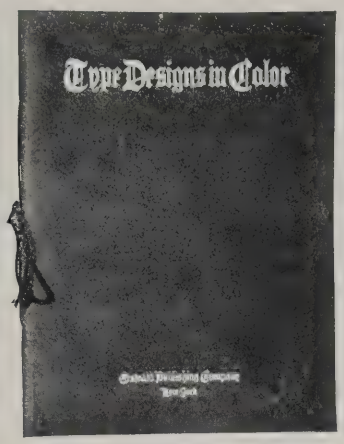

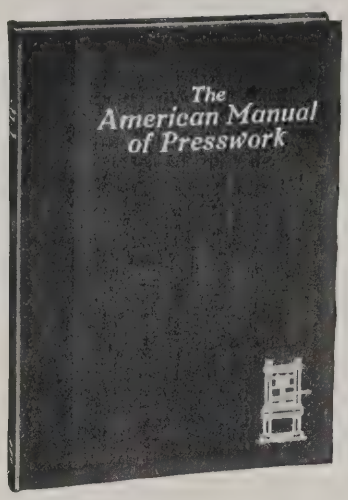

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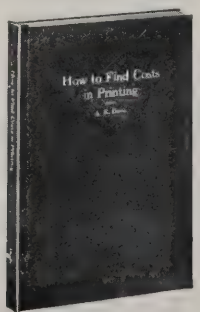

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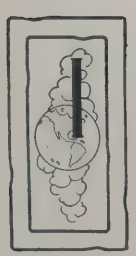
NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-three | Chicago, September, 1915 | Number Nine

Solving Advertising Problems—Value of an Ad Club.

By Carl Hunt, Editor "Associated Advertising," Before the Northern Indiana Editorial Association, Kokomo, Ind., Aug. 12, 1915.



I DO not know of any one way that the owner of a newspaper in a town which does not have an advertising club can extend his influence in the community and increase the revenue of his newspaper in a better or more permanent way than to engineer the organization of a good, live, local ad club.

Nor do I know a better way for a newspaper owner in a town where an advertising club is struggling along with more or less indifferent success to accomplish those same ends than by putting his paper behind the club and boosting it into a state of robust health.

Better First, then More

The cost of merchandising has been soaring. It must come down. We must have better and more advertising. That is the remedy—first, better advertising; then, naturally, more advertising.

If the owner of a newspaper or any other advertising medium can make advertising in his medium pay better, he will sell more advertising, simply because it will be better for the advertiser to buy. If, through an ad club or by any other means, a medium can educate its advertisers, it will gain just in proportion to their gain in knowledge.

He Learns for Himself

Right here comes the thought, too, that the best way to teach a man is to let him learn for himself—or to make him think he is doing it himself. If a newspaper owner sallies forth with a too apparent determination to teach the local merchants all about advertising they will laugh up their sleeves and wag their heads and say: "Yes, he wants to sell us more advertising." People learn more readily and with less opposition if it is not too apparent that you are trying to teach them.

Get Better Acquainted

Returning to the newspaper, there is no doubt that active membership in an advertising club on the part of the owner and his advertising man or men would bring the paper a number of worth-while direct results. It would get them still more intimately acquainted with the local business men and would afford splendid opportunities to show that the paper is of an importance which they had not before realized.

Render Better Service

An advertising club, pursuing a study course such as is provided by the Associated Advertising Clubs of the World, would also make the newspaper men better advertising men—yes, there is room for improvement in many quarters.

Thus, the newspaper men would be able to render the kind of service to the local business men that would greatly promote the efficiency of their advertising and would also increase the attractiveness of the newspaper, for be it said that good advertising does make a newspaper more attractive. Good advertising does increase the interest of all readers, and especially the women.

Circulation Value of Ads

In large cities, many a newspaper enterprise has failed to build circulation simply because it did not get the department store advertising which women wanted to read—the "store news"—and in a large degree the same thing holds true as to the smaller paper. People are interested in advertising and their interest increases as the text, truthfulness and typography of the advertisements are improved.

Better Store Service

This same educational work will make the merchant a better advertiser. It will make him a better merchant—will give him a clearer conception of what he is in the community for, by showing him how to render better service, it will show him in the end that it is not enough merely to write interesting advertisements, change his copy frequently, etc. He will learn that he must back his advertising up with real

service. That, in turn, will make his advertising pay still better.

The right kind of advertising will enable the merchant to turn his stocks oftener and that will brighten up his store, reduce his overhead and enable him to make more money.

The Truth Problem

Another difficult problem for the newspaper is that of the truthfulness of its advertisers. It is hard for the newspaper to detect exaggerations, etc., however much the newspaper may desire for the merchant's own sake to keep him out of th pitfall of misrepresentation. It is still harder for the newspaper man to get the merchant to see the advantage of the truth. The merchant gets a crowd with a "whopper" this week, and so tries another next week. It is sometimes hard for him to see the advantages of truth in advertising when lies get the crowds.

Sometimes Hard to Do

Nor is it always easy for the local newspaper man to cite faults in the advertiser's methods. Newspaper men hesitate about suggesting to some advertisers that their copy is inefficient or untruthful—which is the same thing. Many advertisers, though secretly aware of the misrepresentation, would take great offense if their attention were called to probable untruths. They would want to argue. But with the right kind of ad club training—simply because it would be advertising education—the advertiser would of his own accord prefer the truth. He would learn that he does not after all know all there is to know about advertising, and he would seek advice from the newspaper man.

For a well managed ad club is a fine place for a man to learn that he does not know all about advertising!

Get Public Sympathy

In another way, too, an advertising club will make local advertising more effective and that is through the education of the public. Frequent reports of advertising club activities, setting forth the fact advertising is true and that it is a public benefactor when correctly done, will get local people into the right attitude toward advertising—get them to feel a friendly interest in it—make more of them read advertisements sympathetically.

Extend Trade Area

Every newspaper man will agree that if he could find a means of adding to the trade of the merchants of the community he would find the merchants better able and more willing to spend money for additional advertising space—that is, if in some manner, trade which the town does not now enjoy could be added to the sum total of the business done in local stores.

That is just what many of the ad clubs, in larger as well as in smaller places, are doing. Neosho, Mo., whose experience is more or less familiar to most newspaper men, has done it. Cedar Rapids, Ia., has done it. In these places, and many others, co-operative advertising efforts have helped whole communities—and the merchants and the newspapers most especially.

Growth Helps Newspaper

In every such case the active part the newspapers have taken in such co-operative efforts has increased the influence of the owners of the papers socially and in a business way. And can it not be said with safety that as the business of a city or town grows the town will grow and that this will be good for the newspaper in all particulars?

Awakened Community Spirit

In every city where the public realizes that the merchants are alive and are working with the newspaper in a well-planned and consistent effort to build up the community, there follows as a natural result a better community spirit—a tendency to pull together all down the line.

It is one thing to preach the necessity of a community spirit—but it is much more effective to set a good example. Intelligent boosting is contagious. The people of most backward towns have never had half a chance—they have never had leaders to help them become boosters. Otherwise, the towns would not be dead.

Molding Public Opinion

An advertising club is not held forth to be a community cure-all, but it is likely to be nearer that than any other kind of commercial organization because a number of men who know something of advertising—who are practicing the art of molding public opinion—know how to get the community with them in their desire for better things. The good ad club, as a rule, occupies very much the position of advertising manager to the community—advertising a city to its own people as well as to people out of town.

Not Easy But Pleasant

By none of which do I mean that these results—or any of them—are easy of attainment. Like all worthwhile things, such a movement is brought to a successful state through long, hard work. But it is pleasant work, for it brings men together in closer association—it fosters friendships.

Now that a definite and important place has been made for the newspapers in the newspaper departmental of the National Commission of the A. A. C. of W. and many of the leading newspapers of the country have begun to take a great interest in the Associated Clubs movement, I believe the time has arrived for every newspaper everywhere to take an interest in the local ad club, or help get a club started where one does not already exist.

It means money in the cash drawer of the newspaper.

⌘ ⌘ ⌘

INSTALLS MECHANICAL MAILER.

As part of a campaign for the improvement of its service to subscribers, The Catholic Tribune of Dubuque, Iowa, has installed what is considered the most modern and speediest mechanical mailing system used in the United States.

This change from the method of mailing by hand practically eliminates the usual unavoidable mailing troubles, such as labels being cut in two, or stripped from papers because of lack of enough or too much paste, and the various human faults which commonly cause delay and non-delivery of papers.

The new mailer is capable of addressing, folding, wrapping and mailing 10,000 individual copies per hour. The edition of the Tribune, with its associate publications, the Katholischer Western and the Luxemburger Gazette, under the same management, amounting to 43,000 individually mailed copies, is dispatched in a manner that is eliciting many compliments from the subscribers, as well as from the Post Office department.

The mailing equipment installed by the The Catholic Tribune is the same as that used by the Chicago Tribune, Indianapolis News and a few other large papers, and is acknowledged to be the last word in newspaper mailing efficiency.

FORTY-SIXTH ANNUAL CONVENTION INDIANA EDITORIAL ASSOCIATION

A Model and Inspiring Story by the Kokomo Daily Tribune

A CONVENTION of live editors is important to any city where such gathering is held and deserves liberal and intelligent handling by the local newspapers for the good of the press and for the greater good of the city. Editor John Arthur Kautz has in the Kokomo, Ind., Tribune a splendidly representative daily, which he prints on a modern four-deck Duplex printing press, with a capacity of sixty thousand copies of sixteen eight-column pages per hour, and an office to correspond in arrangement and size and completeness. He is a newspaper man in the very best sense of the name, fully awake to all that concerns his city, and deeply interested in all that concerns or tends to improve or advance the newspaper calling.

Group of Officers and Members of the Northern Indiana Editorial Association

Because his paper gave so full and instructive an account of the convention of the Northern Indiana Editorial Association, and in a manner that may well serve as a model, the National Printer-Journalist is using the story of the Tribune almost in its entirety:

[From Kokomo Daily Tribune, August 12]

For the first time in its history, Kokomo is host to the Northern Indiana Editorial Association, the oldest organization of representatives of the press in Indiana and one of the oldest bodies of the kind in the Middle West.

Despite the discouragment of almost incessant downpour, the scribes of the northern half of Hoosierdom have come to Kokomo to spend a couple of days, reunioning, reminiscing and seeing how much the capital of Howard has to offer in the way of interest and hospitality.

In the main, the membership of the association is composed of the editors of county-seat and country-town newspapers. They are the men who are the molders of opinion and disseminators of the world's news for the smaller cities and the countryside of this part of the state. They are a patient, persevering, hardworking, earnest, sunny-tempered, optimistic lot of folks. They love their calling, believe in its mission and are as intelligent and unselfish makers for progress as any body the state can boast.

The association was formed Friday, July 23, 1869. This is its forty-sixth annual meeting. The organization was called into existence at Elkhart. The man who had more to do, perhaps, than anyone else with its founding was John B. Stoll, for many years editor of the South Bend Tribune, but now retired. He was the association's first president. Elsewhere in this issue of the Tribune appears a letter written by him to C. A. McCormick, president of the association, expressing in a most feeling way regret over his inability to be present. Not only have nearly all the editors of that long-ago time answered the last summons, but many of the papers, too, have passed out of existence.

Originally the organization included only the newspapers in what at the time was the Tenth congressional district. It was several years later that the change, enlarging the territory so as to make all papers in the northern half of the state eligible to membership, was made. The organization has never failed to hold an annual meeting. Many times the attendance has been 200, or more.

The extending of Kokomo's welcome to the editors

and their wives is in the hands of two committtees—the entertainment committee of the Chamber of Commerce and a special committee of ladies. The latter is composed of Mrs. T. C. McReynolds, Mrs. T. O. Callis, Mrs. A. V. Conradt, Mrs. O. H. Buck, Mrs. D. C. Jenkins, Mrs. Geo. E. Bruner and Mrs. A. H. Hunt. The committee from the Chamber of Commerce comprises T. O. Callis, Geo. F. Menig, A. J. Losey, Del Locke, Frank Hughes, Ed. Ellis, George Sailors, I. N. Miller, and Charles Lyons.

The committees had planned to take the visitors to Mel-falfa park late this afternoon for a dip in the swimming pool and a banquet. Because of the forbidding weather conditions, the program had to be revised. The banquet will be held at the Frances hotel, hurry-up arrangements to that end having been made this afternoon.

The banquet, it is believed, will be a lively affair. The banquets of the association have a reputation for furnishing not only a lot of fun, but a lot of things besides that those who attend carry away in happy remembrance. T. C. McReynolds, president of the Chamber of Commerce, will be toastmaster. The address of welcome for the city will be made by Mayor Stidger; that for the Chamber of Commerce by Warren R. Voorhis, and that for the press by J. A. Kautz.

Responses for the visitors will be made by Chester A. McCormick, of North Judson, president of the association; Mrs. Mindwell Crampton Wilson, of Delphi, representing the ladies of the association; Miss Blanche Foster, of Indianapolis, a member of the staff of the Indianapolis News and president of the Woman's Press Club of Indiana; Charles T. Seifert, of Washington, Ind., editor of the Washington Herald and representative of the new Indiana Press Association; Henry Barnhart, of Rochester, editor of the Rochester Sentinel and congressman from the Tenth District, and Carl Hunt, of Indianapolis, editor of Associated Advertising, the organ of the associated advertising clubs of the world.

The business session will be held Friday in the council chamber at the city hall. If the weather will permit, the visitors will be given an automobile drive over the city some time Friday. While three or four cities are being spoken of in connection with next year's meeting, none has as yet instituted a campaign for the convention. There is nothing on foot either as to the election of officers for next year. It is unlikely that candidacies will develop until after the business session gets under way. The association is non-partisan, consequently no whisper of politics creeps into the proceedings.

That the meeting is regarded as an important one in the leading press circles of the state, is evinced by the fact that some of the big city papers have sent staff men here to cover it. Amongst these is W. H. Blodgett, of the Indianapolis News. He and Mrs. Blodgett are both here and will remain until the convention closes.

In B. B. Herbert, of Chicago, the convention is graced by a real celebrity. He has the distinction of being the organizer of the National Editorial Association. He has grown gray in the service of that organization, having put in thirty years of devoted work in its behalf. He is extremely fond of attending meetings such as the one going forward here, and his presence is a pleasure to the entire editorial circle. His heart is as young as it was away back yonder in the 'seventies, and he knows now as well as he did then how to speak the word always that brightens the eye and gladdens the heart.

[From the Kokomo Daily Tribune, August 13th]

The Northern Indiana Editorial Association closed its annual meeting at noon today. The visit to Kokomo was concluded with an automobile drive over the city and to some of the principal factories. At the Jenkins factory and the Plate Glass factory stops were made, enabling the city's guests to see the process of glass making. The editors and other convention visitors began leaving immediately after the noon hour. By evening all will be gone.

The annual business session was held at the city hall at 9 o'clock this morning. There was little to do except select officers for the ensuing year and hear the report of the committee on resolutions. Following is a list of the officers selected:—

President, George D. Linsday, Marion; Vice-president, J. A. Kautz, Kokomo; Second Vice-president, Dr. C. O. Merica, Kendallville; Secretary, C. B. Hamilton, Garrett; Treasurer, J. H. Moore, Fulton.

The meeting place for next year was not selected. The choosing of the place will be left to a committee to be appointed by the president.

Upon the conclusion of the routine business, the meeting listened to an address by U. H. Smith, of Indiana University, on a cost system for newspaper offices. The suggestions offered were pronounced by many of the editors the best they had ever heard. Several expressed a purpose to put them to trial immediately in their respective plants.

The resolutions, which are an extremely appreciative expression touching Kokomo's hospitality, are as follows:

We, members of the Northern Indiana Editorial Association, in our forty-sixth annual convention assembled, resolve:

That we extend our heartiest thanks and appreciation to the Kokomo Chamber of Commerce in particular and to all the people of Kokomo in general for their splendid hospitality and rich entertainment which it has been our privilege to enjoy; and that we will consider it our duty and our pleasure to tell our communities about Kokomo and her good people.

That we endorse and encourage the new Indiana Press Association formed this year for the purpose of getting all the newspapers of the state to work together for the bettering of the business; and we take pleasure in the fact that it was the Northern Indiana Editorial Association which started the movement for such an organization.

That we enthusiastically endorse the work for a great Centennial Exhibition in 1916 and that we pledge ourselves to do all in our power to promote such centennial.

That we appreciate the work being done for Indiana journalism by our great State University, and we hope the time will shortly come when our legislators and all departments of our state government will call upon that institution for trained men to help in making a greater Indiana.

Respectfully submitted,
Sam Boys, Plymouth Republican.
C. M. Davis, Kentland Enterprise.
C. O. Merica, Kendallville Sun.

The Banquet

Gathered around tables fragrant with cut flowers and agleam with unimpeachable nappery, silver and crystal, members of the Northern Indiana Editorial Association, their ladies and friends, Thursday evening, gave themselves over unrestrainedly to enjoyment of their annual

banquet. Business cares, family worries and ugly weather were all forgotten. Without, the world was wrapped in gloom, but within everything was warm with welcome and aglow with good cheer.

The spacious dining-room of the Frances never held a pleasanter company and never caught the cadence of happier sentiments, sounder suggestions, more charming reminiscences or more mirth-provoking stories. The guests sat down shortly after 8 o'clock. The midnight bell clanged before they arose. The time had slipped away unawares.

There was much frank and enthusiastic attestation of Kokomo's hospitality. The visitors declared over and over again that not one thing had been lacking in the greeting given them. The town had received them with a cordiality that made them know it was glad they had come. It had provided its best for their comfort and entertainment. They were pleased and they had the grace to say so.

When the time came that fried chicken ceased to entice and the other elements of cheer to allure, chairs were squared around to easy angles, cigars were lighted and the season of speechmaking opened. T. C. McReynolds, president of the Chamber of Commerce, was the toastmaster. He handled the task most admirably, putting in precisely the right blend of the serious and the humorous, and sounding with true touch the note of compliment in all his introductions.

The first speaker was Mayor Stidger, who voiced the city's welcome to the editors. It was not a lengthy address, but it had pith and point and purpose. It contained a word of commendation for the men who have made Kokomo. He made earnest, but not obtrusive, allusion to the wealth of opportunity within our gates, and concluded with an assurance to the editors and their ladies that while they are here, the city is theirs.

Warren R. Voorhis followed with the official greeting from the Chamber of Commerce. J. A. Kautz then offered the welcome for the local press.

The first speaker amongst the guests was Chester A. McCormick, of North Judson, president of the association. His speech appears in full elsewhere in this issue of the Tribune. It is a most interesting review of the history of the organization from its founding forty-six years ago down to today. Mr. McCormick presented it most pleasingly.

For the ladies, the initial speaker was Miss Blanche C. Foster, of Indianapolis, president of the Women's Press Club of Indiana. Of engaging personality, fine mental gifts and goodly talent for expression, Miss Foster is a delightful public speaker. Her address sparkled with humor, but through it all ran a note of earnestness and purpose, revealing that press work with her is not a matter of experiment or entertainment, but a serious business. She said that women are coming more and more to have a place in newspaper making, and that no one can gainsay that their presence in the craft has not been helpful to it in a high degree.

One of the most interesting talks of the evening was that of Professor Piercy, head of the school of journalism in the State University. He told what the school is doing, what its ideals are and how it stands ready to help the newspaper men of the state at any time they feel the need of its assistance. Prof. Piercy was followed by B. B. Herbert, of Chicago, founder of the National Editorial Association. He was an enthusiastic advocate of the home paper. He told, too, what the home paper should be. It should be the conscientious chronicler of all local happenings; should study its community and labor to meet that community's needs, and should aim at the welfare of all within its sphere. He spoke of the newspaper calling as the finest a man or woman can follow, because no other offers so large an opportunity for influencing public thought and action.

The big hit of the evening came when Mrs. Mindwell Crampton Wilson of Delphi spoke as the representative of the ladies of the association. Mrs. Wilson has the gift of uttering wisdom in the guise of wit. She can say things worth while and say them in a way that makes listening a delight. Her address in full appears in another place in this issue. Those who fail to read it will miss something.

C. H. Havens, former editor of the Kokomo Dispatch, offered some bits of reminiscence that set his hearers roaring. He has some stories of early-day Kokomo that have a laugh in every line.

Carl Hunt, of Indianapolis, editor of Associated Advertising, talked about ten minutes. He said a lot of things worth listening to and did not talk shop to the extent of a single syllable.

There was some real oratory when Lew M. O'Bannon, of Corydon, representative of the Indiana Centennial Commission, got into action. Mr. O'Bannon is an editor, not a platform artist, but he talks uncommonly well. He is full of the greatness of Indiana's position and importance in the sisterhood of states, and wants to see to it that the hundredth anniversary of the state's founding is fittingly celebrated next year. He knows a lot of interesting things and has a most engaging knack of presenting them. Furthermore, he can digress and unreel a yarn with the charm of the born story-teller.

The last speech, and it was a corking good one, though brief, was made by A. D. Crampton, former editor of the Carroll County Citizen Times, now governor of the National Military Home at Marion. Mr. Crampton was present when the Northern Indiana Editorial Association was founded. He was working on an Elkhart newspaper at the time. He has kept in close touch with the organization throughout its forty-six years. He has attended practically all its meetings and has served as its president. He spoke for a little while most feelingly of his old associates in the association, most of whom sent their "thirty" to the hook long ago. After that, he dropped into a bit of narrative touching his personal experience in the printing business. There was an irresistible drollery about the story. When he had won the outburst of laughter for which he had been working, he said he knew it was time to quit. Bowing his shapely head, with sonorous voice he thanked his listeners for their applause and wished them good-night.

* * *

"Trifles make perfection but perfection is no trifle."

AN old saying by an old master—we have this thought in mind when we are evolving your printing matter.

McGrath-Sherrill Press

COST ACCOUNTING FOR THE NEWSPAPER PLANT

By U. H. Smith, Lecturer in Accounting, University Indiana, before the Northern Indiana Editorial Association

A FEW years ago manufacturers awakened to the knowledge that they were the victims of leakage. An examination into affairs led them to the location of the leakage and the application of remedies that turned leakage into profit.

The job printer is, in his way, a manufacturer. As such, he became interested with the manufacturers in working out what is termed "cost system of accounts."

Now a cost system of accounts differs in no way from the financial system of accounts so far as the basic equation goes. For example when you sell your customer a printing job for $25.00, your financial bookkeeper journalizes the transaction, showing that the cash received is equal to the job sold.

Here the cost accountant is called in to prove or disprove that equation. Carrying the mathematical figure to its conclusion, he substitutes for the second member of the equation the elements that make up the printed job; stock and other material used in the job, labor, power, light, wear and tear of machinery, interest on investment, overhead expense and a measure of profit. The equation stands:

> Cash—material, direct and indirect, plus labor, direct and indirect, plus power, plus light, plus depreciation of plant, plus interest on investment, plus overhead, plus profit.

If power and light are not metered in each process or department, these items disappear from the equation and are included in the item "overhead." Such non-chargeable time as belongs to the department in which this job is prepared must be prorated so that the job may carry its part.

The First International Cost Congress of Employing Printers held in Chicago in 1909 created the American Printers Cost Commission. That Commission formulated the Standard Cost Finding System. The system was indorsed by the International Cost Congresses of 1910, 1911, and 1912. The blanks which I shall distribute in illustration of the system are furnished by the United Typothetae and Franklin Clubs of America. They are used, with slight modifications, to suit our conditions, in the printing plant of Indiana University. They are used, with slight modifications to suit the conditions of each plant using them, in many of the printing plants of Indiana. Any system of accounting may be changed in the details of its administration while the system remains unchanged. This system seeks to give you the fact for which you are looking, viz., the actual cost of the job which you are selling for $25.00. If the conditions of your plant are such that you can arrive at the fact sought without carrying out all the details required by the conditions existing in a larger or more complex plant, that is not only your privilege but your duty, for there may be waste in the accounting as well as in other branches of your establishment. In this paper I shall quote some objections already recorded. I shall be glad to have you note your questions, doubts and suggestions and at the close of the paper we shall discuss them together.

I hand you first form No. 1. It is an envelope labeled job ticket. You will have this printed for your plant in size or sizes to suit your convenience. It has printed on its face outlines to accommodate complete specifications in minute detail of the order received by the foreman. Inside the envelope will be placed the copy, proof sheets and the written instructions concerning the job. When the job is finished, a copy of it will be placed in the envelope. In other words, a complete history of the job is within the envelope. The specifications on the face give full and complete instructions to each department through which the job passes in process.

Each job ticket is numbered consecutively and the job is carried through all the records by that number.

The job ticket envelope accompanies the job through the several departments in the process of making and when finished is returned to the foreman's desk. The job is delivered, the entries are made and the facts are recorded in the final blank of the envelope. The cost accountant then posts to the individual job record and the envelope is filed away numerically by the file clerk, who makes at the same time a cross file under the name of the firm or individual for whom the job was made.

Form No. 2 is the individual job record. I introduce it next because the cost accountant has already posted to it in the blank marked "purchased items" the cost of the material used in the job referred to in the discussion of form No. 1. In fact, form No. 2 usually has printed on the reverse side an exact duplicate of form No. 1. The other blanks in form No. 2 cannot be filled in till the job has gone through all the processes of its making. Form No. 2 is the ledger account of the job. On this form the cost accountant seeks to account for two main items with which the job printer deals: material and labor.

Under any plan of cost finding it is essential that all material and supplies be strictly accounted for. In making out the job ticket, form No. 1, the foreman indicates exactly what stock is to be used. That stock and that only is issued from the stock room for the job and is charged on the individual job record which you have before you. This method eliminates the possibility of omitting to charge the job with all materials used in the job.

Blanks are prepared on the job record for each of the operating departments through which the job will pass so that the details of the work of each employe in each department may be entered.

I hand you here form No. 3, on which each operator in each department records his daily time. The ticket used by each compositor is headed "Compositor's Daily Time Ticket." The ticket used by each machine man is headed "Machine Composition Daily Time Ticket." That used by each press room employe is headed "Press-room Daily Time Ticket." That used by each bindery employe is headed "Bindery Time Ticket." The tickets used in the various departments are usually of different colors that they may be more easily distinguished.

On the ticket before you is seen the plan for recording one day's work for one employe. His name and working number appear in the upper part of the sheet. The ledger number of each job on which he works that day is recorded in the first column. In the second is the firm or individual for whom the job is being done, in the third is the page worked on and in the fourth column he indicates the kind of work he did on each job. The kind of work is designated by number. On the reverse side of the sheet you will find the descriptive numbers. For example, "4" means "make up," "7" means

"registering forms," and "37" means "office corrections." There will be as many numbers on the compositor's list as there are kinds of work in the compositor's department. Each department has its number for each kind of work and there is no duplication of numbers. The fifth column gives space for indicating the amount set if the operator is working on a machine. The sixth column shows when the compositor began on the kind of work listed and when he quit. The last two columns show the total hours or units given to each kind of work during the day and the combined total of these two columns accounts for his day's work.

If you will look again at the reverse side of form No. 3 you will find that some of the numbers indicate non-chargeable time. If the compositor uses one of these numbers to indicate the kind of work for a part of his time on any job during the day that total will be carried to the "non-chargeable hours" column. The foreman, before he O. K.'s the ticket, has an opportunity to discover waste of time on either the chargeable or non-chargeable processes. The cost accountant will post all chargeable time to the job ticket where it becomes part of the direct expense of the job. He posts the non-chargeable time to the form which I shall next submit to you and from that record it will be carried into a record for use in calculating indirect expense. It is obvious that all non-chargeable time must be sold as well as chargeable time, else it figures in the Loss and Gain Account of the financial records.

From forms 1 and 3 he has posted to the job record, form No. 2, all the direct material used in the job and the number of hours spent on the job in each department. We shall return to this ticket near the close of the discussion, after we have learned how he secured the cost of each hour of time.

We will now proceed to the forms from which the indirect cost is obtained; from which we obtain the actual cost to us of those items in our equation—indirect material, indirect labor, power, light, depreciation, interest on investment and other overhead expenses, and from which we may figure a margin of profit to the proprietor. If the foreman finds on seeing these figures that the selling price to the customer did not cover the above, he seeks with greater diligence to cut out the leakages or uses a revised estimate schedule, or both.

I next present for your consideration form No. 4, the department pay roll for the week. It belongs primarily to the financial bookkeeping department. The cost accountant is interested, however, in the non-chargeable hours feature, and especially the ratio in each department of the non-chargeable time to the total payroll.

For convenience, a weekly payroll for each department is kept. The name of each employe of the department is written in the left-hand column. If the employes are known by numbers on your records, the proper number is entered on the payroll in the margin to the left of his name. Vertical columns for the days of the week follow the name column and each day column is divided into chargeable and non-chargeable spaces. Time is recorded in units of hours and minutes, or preferably in units of six minutes each, in order that the totals may appear as hours and tenths of hours.

When the last day's posting for the week has been made from the daily time tickets to the weekly payroll sheets, the totals chargeable and non-chargeable time for the week are obtained for each workman. These totals are placed in the vertical columns following "Saturday." The rate paid each workman per week follows in the next vertical column, and the total paid him for the week in the next. The cost of the non-chargeable time appears in the last column. Each column is added to prove the correct number of hours per day, to give the total chargeable and non-chargeable time for the week, the total paid and the total cost of the non-chargeable time. This is summarized at the foot of the blank into "Total Department Pay Roll," "Total Chargeable hours," "Average payroll cost of each chargeable hour," and the Ratio of the non-chargeable time to the total payroll."

The next form to be examined is No. 5. It shows the record per day per department of all the chargeable and non-chargeable time for the month.

By the use of this form the foreman may make his comparison month by month and the proprietor may see whether the chargeable or non-chargeable time is increasing. You will note that this form covers the time of all departments except the pressroom.

There is another vital matter in which the foreman and proprietor are interested and that is the number of impressions made by each press in a unit of time. Form No. 6, which I now distribute, covers this item and includes the other items of the monthly time record of the press department.

The presses are designated by number and columns are provided for recording make-ready, running, impressions, non-chargeable time and idle time. Data for these columns are obtained from the press-room time tickets, form No. 3, and are posted to the proper columns. By totaling the footings of the make-ready and running columns of all presses you get the total chargeable time. By totaling the footings of the non-chargeable columns of the several presses, you get the total non-chargeable time. From this form you will know the number of impressions made each day by each press and the time required to make the impressions. You will know also how much time was spent on the make-ready and how long each day each press was idle. The record shows exactly how many sheets were printed each running hour and the foreman is in a position to know whether or not the presses are running at proper speed, a valuable bit of information, enabling him to eliminate leaks. It enables him to increase his production at a decreased cost.

Before passing to the next form, it is well to give closer attention to the division of time into chargeable and non-chargeable.

Whenever a unit of an employe's time can be charged directly to a particular job, it is designated as "chargeable." Whenever a unit of an employe's time cannot be charged directly to a particular job, it is designated as "non-chargeable." Non-chargeable time may be productive in the sense that work is actually being done, but not chargeable to any particular job. A common example of non-chargeable time is that spent on distribution of type in the composing-room. Press hours are divisible into chargeable and non-chargeable time in the same way as employe's hours.

The standard cost per hour which we seek, therefore, is the selling cost to the customer. With this end in view we take the next blank, form No. 9H, Statement of Cost Production for the Month. The data called for on this sheet will enable the printer to learn the proper selling price per hour in the several departments.

At the top of the sheet appear the words "Department." Opposite above the columns "Stock handling and shipping," "General expense," "Hand composition," "Machine composition," "Cylinder press," "Job press,"

and Binderies" is written the amount invested in each department. If it is the intention to distribute rent and heat in accordance with floor space, the floor space is indicated in the blank below investment at the top of each column as here indicated. If it is the intention to distribute light and power in accordance with candle and horse power in each department, the candle and horse power appear in the block below floor space at the top of each column.

In the body of the sheet appear in the left-hand column the items which go to make up the second member of our equation, viz., the amount we should receive for the job sold. The first item is pay roll. Opposite this item the cost accountant posts the totals for each department from his monthly record and from the general payroll. The second item is rent and heat. It is prorated to the different departments according to floor space by some cost accountants. By some it is charged in the general expense column to be distributed with the general overhead. The method of distributing by floor space is more nearly accurate if all departments are run continuously during the same number of hours.

The items light and power are distributed in accordance with candle and horse power used in each department where that may be determined, otherwise their totals are carried to the general expense column and distributed as general overhead.

Insurance, taxes and interest on investment are prorated in accordance with the investment in each department.

Depreciation has been established by the several International Cost Congresses as 10% annually on the original cost of machines and other equipment except type, which is placed at 25% annually.

Bad debts and spoiled work are carried to the general expense column to be distributed as overhead. So with stationery, postage, advertising, cartage, carfare, telephone, telegrams, dues, subscriptions, and similar expenditures.

Item No. 20 totals the expenses for stock handling and shipping and this total is carried into the "General Expense" column to be distributed as overhead. Item No. 21 totals the "General Expense" column. Item No. 22 totals each of the departmental columns. The sum of the departmental totals does not agree with the footing of the last column "Total Disbursements" for that total includes the overhead totaled in item No. 21.

Item No. 23 is the "Distribution of the General Expense." This is the distribution on a pro rata basis of the overhead cost to the several departments. The most troublesome point in cost accounting is the distribution of the overhead. There must be more or less approximation. The cost finder selects the method which gives the least possible approximation and holds closest to the facts in order that he may be fair to all departments.

The method here used is the one adopted by the several International Cost Congresses. It is the distribution on the basis of department costs. In other words, the distribution is made in accordance with the footings of the departments in item No. 22.

For example, if the total for the month of all departmental expenses is $1,549.51 and the total overhead for distribution is $1,282.61, the percentage of overhead to departmental is 82.8%. Or figuring it from the ratio point of view, if the total cost of hand composition for the month is $365.11 and the total for all departments and the total for overhead is the same as given above, the portion of the overhead to be charged to hand composition is represented by the fraction 365.11/1549.51 of $1282.61. The answer is the same. For each of the departmental columns the distribution is figured.

Item No. 24 gives the total cost to departments, that is the sum of the direct cost, and the distributed general cost.

Item No. 25 gives the chargeable hours of each department. That is, the number of hours in each department which you have charged to your customers when you have figured their jobs.

Item No. 26 gives the net cost per chargeable hour in each department for the month. For example, if the total cost in the hand composition department for the month, direct and indirect, is $667.59, and the total chargeable hours in that department for the month are 520.1, those hours have cost you $1.28 each. If you have charged your customers during the month on a basis less than that, you can see one reason why your profits have fallen below expectation. The same is true of each of the departments.

Item No. 27 gives you the average net cost for a period of months and enables you to figure more closely in estimating the jobs before you and enables you to account for variation.

Item No. 28 gives the percentage of productive time for the month, and items No. 29 and No. 30 give the pay roll cost per chargeable hour and the department cost per chargeable hour. These facts are valuable in the search for leakage.

Form No. 9H is said to be the cope stone of the cost system. The hourly cost of the month should be known as soon as possible after the close of that period. As the results vary from month to month the variation should be known and the reasons for the variation.

You may now turn again to the job ticket, form No. 2, on which the cost accountant has entered the hours spent on the job in each department. He had also entered the cost of these hours as he had estimated from his cost sheet of last month. By the adopted scheme he had added 25% to his total estimated cost and had so charged the customer.

The difference between the totals of the two columns "Cost" and "Sell" shows the profit on the individual job. If the system is properly kept and all charges properly made, then the sum of all the profits shown on the job records should be the net profit for the period considered.

I distribute next for your examination the Standard Estimate Blank to be used by the foreman in estimating the cost of any job, using the information obtained by the cost finding system here treated.

In the preparation of this discussion and in the installation of this system for the University printing plant, I am greatly indebted to the publication of the Extension Department of the University of Wisconsin.

Recently Herbert M. Harwood of the University of Iowa wrote the newspaper owners of Iowa, asking for their objections to this cost system. I shall quote the objections given and attempt to answer them.

1. "Too complicated." My answer to that is, make the system conform to your needs. Do not reject the entire system because some of the details do not conform to the conditions of your particular plant.

2. "Too clumsy." My answer to that is that any system requires work and diligent attention.

3. "Just what is non-chargeable time?" My answer to that is, the work in any department which is not chargeable to any particular job. All time is chargeable to the proprietor who by the cost finding system seeks to eliminate it or to get just compensation for it.

4. "Takes too much time for country offices." My answer to that is, carry those parts that are essential to your office. My prediction is that if you take one single line and follow it through carefully for a year, you will add a second line the next year.

5. One reply was "The average country printer resents its use, owing to his lack of city experience and supervision." I doubt that.

6. "Usually more intricate and hair splitting than the gross business of from $1,000.00 to $10,000.00 warrants." I leave that for you to answer.

7. "Generally a too minute division of the working hours." My answer to that is that the time unit is arbitrary. It may be in hours and minutes or in fractions of an hour. If the unit of time measurement is six minutes, and a unit should be divided between two jobs, it is customary to charge the entire unit to the job receiving more than half the unit.

The following objections were given from the other point of view:

1. "Too few keep it."

2. "Its main defect is that the average editor does not enforce its requirements rigidly."

3. One answered, "It has only one defect—it is not closely enough followed."

[We consider this address abundantly valuable and informing in itself, and it will be found useful as a review and for the suggestions contained therein. However, after careful reading it will be found profitable to reread with the blanks at hand for examination. The speaker furnished these blanks to his hearers, the members of the Association, but there was scarcely time for such careful reference and close examination as was necessary to get the full value of the remarks and comments. We have not considered it necessary to reproduce these blanks here as they are easily obtainable, if not already possessed by readers, by writing to P. P. Tyler, Secretary, United Typothetae and Franklin Clubs of America, Transportation Building, 608 South Dearborn St., Chicago, Ill.—Editor.]

"Cost System for Small Offices."

In connection with and supplementary to the paper by Mr. Smith, at the N. I. E. A., the following from an address delivered by A. D. Merrill of the Fort Atkinson, Wis., Democrat, at the convention of the Wisconsin Press Association, will be found opportune and especially valuable to owners of the smaller printing offices:

"Through the publication of the State Ben Franklin Club I gained some ideas on the cost-finding system and the more I read the more I wanted to know where I was at. At some of the meetings of the Rock Valley Ben Franklin Club, which I attended, we listened to speakers well versed on the subject of the cost of production, which gave me more ideas and more desire to put our plant on a basis whereby we could at least know that we were getting something near what we ought to for our work.

"I regarded the system recommended by the State Franklin Club as too complicated for a small shop, where many times the same workman takes the job through all departments, so I worked out a more simple plan for our own use. This provided for one ticket to follow the job from start to finish. It was far from being a perfect system, but last year while in Chicago I came across a cost card or ticket that, to my notion, fills all the requirements of a small shop, and have since been using this with great satisfaction. When the ticket is returned to my desk, I can determine in three or four minutes exactly what it cost us to produce the job. Those of you who ought to have a cost-finding system can find none more simple and easy to carry out than the one we are using.

"A short time ago I was talking with a brother printer and asked him if he was using a cost system. 'Oh, no,' he said. 'It is too much bother to keep track of.' 'Well,' I asked, "how do you know where you are at?' 'I charge 90 cents per thousand for press work,' he replied, 'and think that is about right, as some jobs I run at 2,000 and some at 1,000 an hour.' 'How about the make-ready?' I asked. 'Some jobs you may be able to make ready in ten minutes, while others will require two hours' time. How do you come out on this?' He had not thought of that.

"There is a firm in our city from whom we cannot get a job on an estimate. They say our prices are too high. Someone is doing their work at a much lower price than we quote, and I know they cannot make any profit if they use the paper stock we specify in our esti-

JOB TICKET

Job No. Date 191

Quantity

Article

No. Pages Size Trimmed

PROMISED DAY DATE

REAMS SHEETS

STOCK

Inside

Cover

In Stock, Furnished, Ordered From

NO. PAGES SIZE PAGE

COMPOSITION

Like Copy, Like Sample, Machine, Plain,

Neat, Heavy, Light, Fancy,

Proof Promised Get Electros

PRESSWORK No. Impressions

Color Inside Outside

Press Proof To

BINDERY Block in Pad Top, L. R. B.

Rule Number To

Perforate Punch Round ○ Open I

Customer

Address

Delivered By

Charged 191 Credit

mates. Now, who are the fools, the ones who get this work or we? If all printers were using the cost system I believe that we would all get our share of business.

"I was talking with another printer and asked him why he took work at such low figures. (He had secured a book job of sixteen pages and cover, 6x9 size at $1.15 a page; our estimate on the same job was $2.10 per page, and this was not the highest bid by any means.) He said: 'I would rather have lots of work at less money than to charge more and get less to do.' I know that our office has just as much work as when our prices were lower, and we never have any disputes about prices when once our customer understands that we have just as much right to make a profit on our business as he does from his.

"I have found in my experience with the cost-finding system that we have not only found ourselves, but that we have become more efficient all over the shop. With the same help that we had been installing the system we are now able to handle almost double the amount of work in the same number of hours, which adds materially to the profits. We are paying our help better wages, of course, but they are worth it."

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INDICATIVE NEWSPAPER NOMENCLATURE.

Mr. C. P. Paul of 901 Plymouth Bldg., Chicago, sends the following answer to the question, "What is in a name, as applied to newspapers?":

It is not to be wondered at that the names of the newspapers in our country serve to indicate the prevailing industry of each region or the nationality of the settlers. Thus we have the Bullfrog Miner in Nevada, the Lead Belt News in Missouri, the Bourbon News in Kentucky, the Hot Blast in Alabama, La Bandera Americana in New Mexico, the Silver Belt in Arizona, the Nugget in Alaska, Il Vindice in Colorado and Bud of Hilsen in Minnesota.

What could be more expessive than the Oil City Derrick, the Tar Heel, the Sangamon Sawyer, Yellow Jacket, Hoof and Horn or even the Gazeta-Buffuloska? The Penny Press of Middletown, Conn., has a rival in the Picayune of New Orleans. We might know that the Log Cabin comes from Kentucky and the Breeze from Kansas. Naturally the Rip-Saw is a Socialist publication. Most society papers are called the Mirror, but a daring editor in Clinton, Iowa, has called his the Merry War. Another knight of the pen labeled his paper the Experiment, probably showing his frame of mind. The Sun, the Moon and the Stars are all well represented in the newspaper firmament, there is a Firm Foundation and even the undertakers have a publication they call Sunnyside. Alliteration's artful aid is invoked for Tiller and Toiler and its rival, Barrels and Bottles.

That the press should champion the rights of the people is evidenced by the frequent use of such names as Banner, Chief, Chiefton, Guard, Guardian, Monitor, Palladium, Patriot, Safeguard, Searchlight, Sentinel, Shield, Signal and Spy. The list of stock names emphasizing the news features includes the Call, Capital, Chronicle, Courier, Democrat, Dispatch, Herald, Journal, Leader, Ledger, News, Post, Record, Republican, Review, Times and Tribune. The palm for an elaborate headline should be passed over to the Mountain Echo, which reverberates at Shickshinney, Pennsylvania.

A NEWSPAPER WRITER ON SMALL CITY PAPERS.

Press Club of Chicago, July 31, 1915.

The Editor, National Printer-Journalist.

Dear Sir:—In a recent number of Collier's Weekly the editorial opinion was expressed that we newspaper writers confine ourselves too much to big cities, and that many a small town would appreciate an ably conducted newspaper and give proper recognition to the writer responsible for it. The sequel is interesting.

Mr. Leonard R. Brooks had just wandered into the United States from Manila, having edited a paper there which became extinct owing to the war. He read Collier's editorial and wrote up to them. They printed his letter, and he received scores of offers from all parts of the States, including California and Maine. The result is Mr. Brooks is now managing editor of the Clearfield Progress, Clearfield, Pa. The moral is obvious. Mr. Brooks did not find all the enterprising country papers who want a good writer and editor, and he certainly could not satisfy them all. I am a newspaper writer, and have been all my life. I have been everything from reporter to editor of a daily. Like Mr. Brooks, I suffered owing to the war, and I blew into America from London, England. I came with the idea of finding just such a country newspaper as Collier's described and he found. If you are kind enough to print my letter, perhaps my quest will be successful. I am now writing for American papers.

Thanking you in anticipation, I am,

Yours faithfully,

WILLIAM H. LEED.

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CONSIDERATION

A writer in the Springfield, Mass., Union, says: "Consideration of what people want, what they need and what they will buy is one step toward making advertising effective. The man who deliberately puts part of every advertising dollar into creating goodwill, educating his patrons, building up his prestige in the community, has made a further advance on the road to success. The advertising that has a vision beyond the mere business of the day is effective advertising."

These are simple and fundamental truths that commend themselves to the good judgment of everyone but are slighted or neglected. They apply to every portion of a newspaper as well as to advertising. Consideration is the first great desideratum. The publisher and the advertiser must study and know his field—all about the people to be served and there must be true sympathy as well as knowledge—there must be honest desire and effort on the part of the publisher to render useful service to both readers and advertisers.

In order to serve helpfully and to retain advertisers the publisher must analyze and give advertisers the benefit of that analysis. The publisher, when in the field for advertising should place before his prospective customers the facts as to purchasing ability of the readers of his publication, as well as to their wants and their needs—what they are able to buy, what they ought to buy and what they want to buy. He should be able, at the same time to instruct his readers in what it would be wise, beneficial or profitable for them to buy.

The bringing of readers of the paper and the dealers who use its columns for promotion or advertising into an intelligent, friendly, honest, sympathetic understanding is the highest, possible service.

BUBBLING OVER FOR ONE'S TOWN

A Bright, Witty and Model After Dinner Speech by an Indiana Newspaper Woman

AT the banquet tendered by the Commercial Club of Kokomo, Indiana, to the Northern Indiana Editorial Association, on the occasion of its forty-sixth annual convention, Mrs. Mindwell Crampton Wilson of Delphi, responded to the address of welcome, as the representative of the newspaper women. She carried off the palm, as will be evidenced by the following extracts from her racy talk that contained a good deal of practical wisdom, given in a most pleasing manner:

It's a rare treat to visit this wonderful city and a real pleasure to spend a day or two in the company of good people who are ready and willing to dig and hoe for Kokomo. Your enthusiasm is contagious and we will go home better boosters for our own cities for having known you. When I hear an enthusiastic citizen bubbling over about what his town possesses, I am reminded of a story concerning an American's visit to St. Paul's Cathedral in London. A guide said to the traveler:

"That, sir, is the tomb of the greatest naval 'ero Europe or the whole world ever knew."

"Yes."

"It is, sir, the tomb of Lord Nelson. This marble sarcophagus weighs 42 tons. Hinside that is a steel receptacle weighing 12 tons, and hinside that is a leaden casket 'ermetically sealed, weighing two tons. Hinside that is a ma-'ogany coffin 'olding the ashes of the great 'ero."

"Well," said the Yankee, "guess you've got him. If he ever gets out of that, cable me at my expense."

My husband and I recently visited the superintendent of mines and his wife, at Copper Cliff, Ontario, Canada. They are wealthy people and have a delightful family. We wanted very much the opportunity to repay them for their hospitality but were in doubt as to how we could entertain them upon their visit in Indiana—worldly means not being plentiful with an editor's family. But really anxious for them to visit us, we urged them to come, but added that we did not know just what would entertain them the most.

"There are just two things I want to see when I come to Indiana," said Capt. Lawson, "and I will be royally entertained if I see them. One is waving fields of corn and the other is Kokomo."

Capt. Lawson had seen "The Man from Home" in Toronto and thereafter it had been his ardent desire to see Kokomo.

We in Carroll County have watched Kokomo grow and have been proud to be the neighbor of such a city. We can't remember when we didn't point with pride to Kokomo. Indeed, we have known you always. We are much like the old colored gentleman who claimed that he had known George Washington—even as we claim we know you.

Gov. Foss, of Massachusetts, asked the old fellow if he were in the boat when George Washington crossed the Delaware. The old man said:

"Oh, lor', Massa, it was me dat steered dat boat."

The Governor not to be outdone, then asked: "And do you remember when George took that hack at the cherry tree?"

The colored man was lost in thought for a moment, then with a beaming smile, he said:

"Why, suah, Massa, I done drove dat hack myself."

The women of the N. I. E. A. include among their number staff correspondents of state papers, associate editors of country newspapers, feature writers and editors' wives. In my opinion, the greatest of all are the editors' wives. In the strife of every-day life, in his fears, his doubts and misgivings, the editor's wife is his harbor of heart's ease.

Nobody but one who is in the business knows the demands made upon the time and talent of the editor of a country newspaper. He must be a town encyclopedia, familiar with the vocabulary of the speedway and the race-track and able to pronounce all war names. Without a moment's notice he must be able to describe the home of the gods upon Mt. Olympus. He must be an authority on the domestic affairs of Jupiter and his wife, Juno, and her jealousies of Venus. He must be posted upon the effect of jabs, punches and solar-plexus blows of the prize-ring. He must know how to umpire a ball game and with all this, he must have a full and descriptive knowledge of the life, teachings and examples of the man of Calvary. The philosophy of an Aristotle or a Plato, the problems of Euclid must be to him like the chisel in the hands of the sculptor. He must be like the cook of the ill-fated brig, the Nancy Bell, when its crew were cast adrift in a life-boat and cast lots to determine which should become food for the balance, and finally when by that process the cook had eaten the last man, he strode up and down the deck picking his teeth and singing:

Oh, I am the cook and the captain bold
And the mate of the Nancy brig
And bos'n tight and a midshipmite
And the crew of the captain's gig.

In short, to be an editor, a man must nearly be the whole thing.

From a child I have been taught never to judge anybody by their clothes. The man with the fringe around the bottom of his trousers, a slouch hat and worn-out shoes may be the editor of your local newspaper, while the man with the new clothes and new shoes may simply be one of his delinquent subscribers.

Today there is more thankfulness in a newspaper office over one sinner who pays in advance for his paper and abuses the editor at his own sweet will, than there is over the 90 and 9 who borrow the paper and sing its praises without contributing a cent to keep the editor's family out of the poor house.

Just the other day, a man became angry at an editor and stopped his paper. Soon after, he sold his corn for 4 cents below the market price. Then his property was sold for taxes because he didn't read the treasurer's sale. He was arrested and fined $8 for going hunting on Sunday, paid $3,000 for a lot of forged notes that had been advertised two weeks and the public cautioned not to negotiate them. Then his wife said: "I told you so" and he hurried back to the newspaper office and paid 4 years in advance.

Moral: Take your home paper and pay in advance!

And now in conclusion,

You've a city to be proud of
Clothed with verdure rare
Churches, schools and parks
And homes beyond compare
Here's a toast to you good people
As you boost and dig and hoe
May it grow with leaps and bounds
This town of Kokomo.

'IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

IDEAS FROM THE OLD MASTER PRINTERS

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist. 4620 Ravenswood Ave., Chicago, Ill.

Use of Outline Cuts, Blank Space, and Hints on Display

How a Simple Outline Cut may be given Force by its Position

The "next to pure reading matter" idea has revolutionized the make-up of many magazines that once held the ideas of the advertiser in haughty disdain. But papers like Successful Farming, which always ran ads "next reading," are still trying to do something extra to please

SUCCESSFUL FARMING 53

STORING WINTER VEGETABLES

Trenches

$22.53 Per Acre Net Profit From A South Dakota Farm

The Ideal Rural Credit

Many Other Good Things In November Successful Farming

Read Our November Number

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher DES MOINES, IOWA

A

their advertisers. This paper has for a long while given display in color to those whose ads were of a certain size, or who paid extra for the color. Here (A) is printed a fist right over the reading matter, and no doubt the stamp which is used to print the "red arrow" as a reminder to renew is from a similar outline cut. Oh, yes, this particular ad is Successful Farming's own; but no doubt if other advertisers paid what such a device is worth the publication would accommodate them.

Anyhow, the idea should be abundantly suggestive, not only to publishers, but to job printers. In work where there is solid reading matter and display on the same page, for instance—but why make definite suggestions, when just such a simple device as this will be of itself suggestive to many a bright compositor? No doubt similar devices have been used many times before, but there is something very compelling about this particular display of the very simply drawn fist with a pointing finger that seems to SPEAK.

The little Words are Ofttimes THEwords!

Some of the littlest words in the language are the most telling, the most important. They are so common, however, that their importance often needs to be emphasized. Authors emphasize them by getting them in the most vital parts of their sentences, and sometimes they call on the aid of italics, and even of capitals. Orators do the same, and the really effective orator gives to THESE words, rather than to those of "learned length," as much as their vocal organs will permit of "thunderous sound." The job compositor is—or should be— a student of literature and of oratory, and, most of all, of the best inspiration to oratory, literature and advertising—which is a study of human nature.

I do not believe, with some critics of job printing—which is, of course, advertising—that the display of such all-important words as YOU and NOW should be put out of sight by the canning knife. It is often, like many another good thing, done where it ought not to be done. Display is an art dependent on the un-

derstanding of various sciences—salesmanship, for instance, as well as tone harmony.

I am showing two pieces of composition (B1 and B2) where words of two letters are given extraordinary display. I do not say that either job is perfect from an advertising viewpoint, but each will doubtless furnish suggestions for work that will be. And there can be no doubt that this sort of display will attract attention to the ad or the letter among a magazine full of ads, or among a pile of letters.

Kipling's inspiring poem "If" has been printed in many attractive ways. How would it be to put the line or lines "By Rudyard Kip-

IF
BIG circulation, linked with a paper making a strong appeal to popular taste means anything to you, then, beyond question
LONDON MAIL
demands your serious consideration
Weekly Circulation approaching
500,000 Copies.
Current advertisers have already booked big space as far ahead as April, 1915. This is conclusive evidence of its value.
The public support "The London Mail" because they like it. And "The London Mail" competitions foster this "liking" to such an extent that the paper carries much more weight than does any other publication coming within the same class.
Apply to
E. COLLINGWOOD PARRY
Advertisement Manager
149, Fleet Street,
London, E.C.

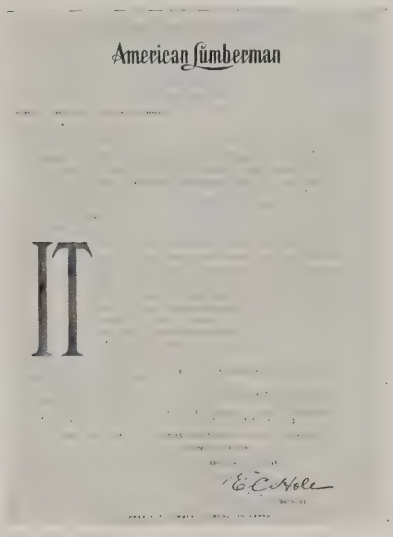
B1

ling," underneath an "IF" like this, and run the poem to the right?

This ad has the Ben Day background, the IF, the words "BIG circulation," "LONDON MAIL," "Weekly Circulation approaching 500,000 Copies," and "April, 1915," and the rule at the bottom all in red, the remainder being black.

In this country we have often been told to use red sparingly in a black and red job; and the advice was sound, on the particular jobs criticized. But there are many kinds of jobs. The English people seem particularly fond of an abundance of color in their printing—they have been fed on Christmas numbers since their early childhood—and who can deny that this ad shows how a great deal of red can be used with a pleasing effect? The white space, particularly that of the margins, helps wonderfully.

The English compositors have learned much from their American brethren, and in the last few years they are improving on certain American ideas. In the days of what we now consider inartistic composition the average English magazine ad was typographically rather better than the American one, as the English used rather less series; but some of their ads which would have looked pretty punk in black and white were saved from worse than mediocrity by the use of color. I'm going to show some English advertising in this department some day, which I consider an improvement on ideas that were probably originated in America. And



B2

I am sure they will inspire some of our many good artist-compositors, and some who have it in them to be good, to do something better yet.

The English are great folks for Ben Day effects. In magazines like the Strand they even Ben-Day the illustrations, the result being very "machine-made" clothes and complexions. In such an ad as this the garishness of the red is happily toned by the pink of the stipple.

A Suggestion for Form Letters that should be suggestive of other Ideas

There's another thing about the American Lumberman circular that is particularly worthy of note. It is a circular letter that could not by any possibility be blamed as attempting to masquerade as a typewritten letter. Of late there has been an agitation among advertising men against "fill-in" circular letters as being dishonest—not in keeping with the

standard of Truth raised with considerable truth (and some of what the Reverend Mr. Chadband called Ter-ewth) by advertising and other business associations. There has been much advocacy that every letter sent from an office be individually typewritten and neither printed from typewriter type nor produced by any other multiplying process. Of course, certain manufacturers are benefited by an agitation like this, and others are hurt. Job printers who have done a good deal of typewriter type printing have told me that it has injured their business to some extent. Certainly business men who have the one message to give to thousands would have to pay much more to have each letter typewritten, and the question of time is often another very important consideration.

A reputable concern really has no real intention to deceive in getting out a form letter multiplied by printing or some other process, and the filling-in gives a personal touch which many like who know perfectly well it is a reduplicated letter. There is, however, a certain attempt to deceive among some form letter writers, who seek to make it appear, for instance, as in a letter before me, that a manager of a tailoring establishment was advised to be particularly good to me when I ordered a new suit from them. My friend next door got the same letter, all but the name filled in at the top and in the body of the letter. But even if I thought I was singled out for special consideration (as I might were the letter typewritten) I would not have another suit built at that place. They fooled both me and my friend on the first—and so the last—order. And their words would be quite as deceptive, and their action even more dishonest, if they had each of the letters written on a typewriter.

But so many business men have heard addresses at business conventions on this matter, and have thus become somewhat prejudiced against ordinary form letters, that such a letter as that of the American Lumberman should be suggestive to many bright compositors to get up letters that use typewriter type, and have the tone of a letter such as is more likely to be read in some cases than an ordinary circular, and yet are as far above suspicion as Mrs. C. J. Caesar as relates to any possible sinister motive.

Sometimes It Pays to Use Blank Space in Ads

Early in modern newspaper advertising the advantages of white space in an advertisement that appears among ads more closely set was well appreciated by advertisers. Then there came a reaction—an attempt by nearly all advertisers to get as much reading matter in their space as possible. Now, however, there is a tendency toward plenty of white space once more.

One reason for this is probably that artistic job printers have been using much more blank space on jobs than they ever did before—for the simple reason that artistic effects are desired which are impossible when the circular is crowded with composition.

Foreword

Foreword to the Next Three Paragraphs

Without this foreword they might be somewhat puzzling, taken in connection with the cut. It seems that the three ads mentioned in this article were arranged in an artistic manner by some one before the cut was made, and the illustration in the ad of the Hampton Shops was cut off. Though the reading matter arrangement is of itself interesting, it was this taken in connection with the fine illustration that I desired especially to show as something very remarkable and in keeping with new and advanced ideas in typography and advertising. I have no other copy of this ad on hand now, but hope to show one of the firm's artistic announcements in some other issue. For they are continuing the style, which is probably proof that it pays.

See page 491, July issue, for these illustrations.

The Paine Furniture Company of Boston, Mass., use a style of three-column ad which calls for more white space than any of the other regular advertisers in that city employ. They use with it a style of illustration which is particularly good for giving an idea of artistic furniture in newspapers. The ad shown as C1 was 8½ inches deep, and the margins are very wide. There is nearly three-quarters of an inch from the picture to the column rule at the left hand, and the ad was placed at the extreme left and at the bottom of the page, which gave more white. The word "Paine's" is always placed at the northeast corner of the cut in the same position, which is a distinctly artistic one.

The company does not always use a scene like that shown in C1. In another ad of theirs I note three chairs with the least possible shadow effect, one much higher than the others. This makes even more white space than is shown in the reproduced ad.

Lately the company has introduced a large nameplate into their ads, while retaining the general appearance.

Space in the New York Sunday Herald costs even more than in the Boston papers, but the Hampton Shops advertise in that paper in a style (C2) that resembles the Paine Furniture Company's ads as to illustration and white space, but is even more striking. It is, how-

ever, an inch and a half deeper than the ad of Paine's that is shown here, though Paine's takes larger as well as smaller three-column space on different days.

The Hampton Shops take a position at the bottom and left of a page and the great patch of white at the left of their ad is not by any means the only striking part of their whiting-out. That on the right within the panel is very effective, as this ad is entirely surrounded by closely-set reading matter.

Note how the name-plate and the style of illustration harmonize, and, for that matter, how well the Caslon suits such a job as this. There are several things to "note" in this ad. The heading, simply strong, with its good division and its second line of greater length, and of full-panel length, while lining at the left. And the single note of black among the gray furnished by the initial. And the ad AS A WHOLE.

Chase & Sanborn do not choose, or do not get, by their use of white space, but also by the use of an initial higher than the body type (C3). Some very refined typography has used much smaller initials in this manner with a more pleasing effect, but not in a way that will call attention to an advertiser's message, as this does with a vehemence that is somewhat toned by the other typography of the ad.

Chase & Sanborn do not choose, or do not get, positions at the side of a page, and where the ad is hemmed in by closely set announcements their advertisement is perhaps more prominent than if they did.

When I get some more samples, I wish to show what has been done by compositors in AN ARTISTIC WHITING OUT OF JOB WORK, where there are no surrounding ads or reading matter to consider.

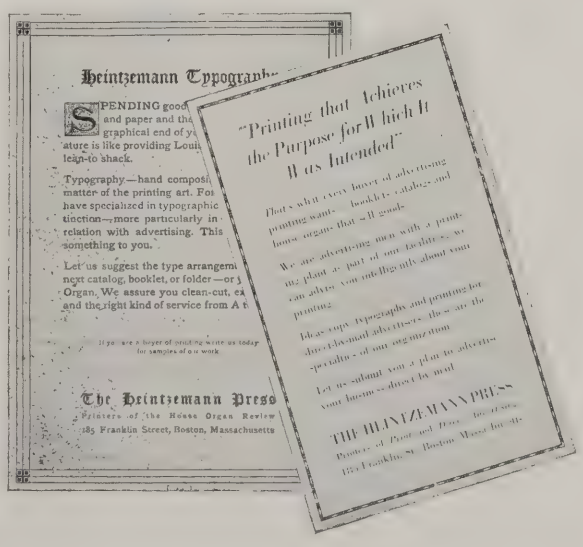
A Simple Pictorial Background made out of Lines There is something of the "whiting out" idea in this advertisement (D), though a good deal of the white is between thin lines of black on the cut, the result being a gray tint. How well the white is made to flow into the picture. And there is considerable contrast afforded by the black type. The intermediary tone of gray furnished by the border was somewhat spoiled by the printing.

I believe such an ad as this will inspire some compositors to line effects without cuts, though let us hope not to stunts that would cost more money to produce than a cut.

I have seen considerable money wasted in obtaining effects that would be better produced by the assistance of a photo-engraver, and photo-engraving can be very satisfactorily bought by mail by printers in the smaller towns. The engraver is a good ally of the up-to-date typographical designer.

D

A Printer can retain Individuality in Jobs that are Widely Different That a print-shop can set two ads in entirely different type, with a very different border, of a different height and a different breadth of beam, and otherwise very different, and yet retain a pleasing individuality is, it seems to me, well instanced in the two full-page


Heintzemann Typograph
"Printing that Achieves the Purpose for Which It was Intended"
The Heintzemann Press
Printers of the House Organ Review
185 Franklin Street, Boston, Massachusetts

E1 and E2

advertisements of the same concern shown as E1 and E2. Gee! or rather Ee! That sounds like submarines.

"THE NEWSPAPER OF THE FUTURE"

The National Printer-Journalist is always in the field for thoughts and suggestions that will tend to make for better newspapers or that will contribute to the better appreciation, and understanding of the work of the journalists.

We get, every month, the practical views of those successful in the calling, and, for five or six years past, have received many valuable thoughts from men engaged especially in the study and teaching of the profession—who study with a purpose to inspire and instruct those preparing to enter this most responsible of all callings.

There is an advantage, at times, in the viewpoint of the conscientious teacher, who must be thorough and exact; who must analyze in order thereby to define and impress facts with clearness and in a manner to be remembered. In compliance with our request, Mr. E. W. Allen, head of the department of journalism of the University of Oregon, at Eugene, sends us the following from an address delivered by him before the Brotherhood of the Congregational Church of the city and published in the Daily Guard:

"The entire history of journalism has been a story of the removal of 'taboos'; the tearing aside of one veil after another, and the increasing application of the cleansing and purifying influence of publicity to the affairs of public life. We can only judge the future of the newspaper by its past and present.

"The newspaper's cleansing power is slightly caustic. It smarts and stings a little. Nobody ever cries for it as babies are said to cry for Castoria. No body of men has ever been so foresighted as to see in advance the benefits that would ultimately accrue to them through publicity for their acts. Publicity is almost always administered, for the first time of taking at least, the way the old spring medicine used to be administered—holding the chin and pouring it down. With experience, however, the patient becomes appreciative.

"The first 150 years of the history of the newspaper consisted of a struggle with the 'taboos' established by various governing bodies. Only toward the end of that period did it become less than a crime to report the proceedings of parliament itself. The fight for a free press became so inextricably intertwined with the struggle for personal liberty, that I do not believe that even now the historians can tell which is which.

"After parliament was brought out into the open light of day, one public and semi-public body after another has had to follow with increasing rapidity until now the handwriting on the wall says that the next will be a series of organizations that are not strictly public at all—the great corporations. In public life there is scarcely a remnant of the old star chamber methods. Judicial dignity, legislative ponderosity, executive conceit, aldermanic importance and parochial pomposity have yielded one after another, and each thought at the time in bitter protest that the Twilight of the Gods had come, and that it would be impossible to do business under the modern methods.

"Civilization has been the great gainer in the end. Where publicity comes in, graft vanishes, pretense is punctured, even inefficiency becomes efficiency, and envy, hatred and suspicion, oppression and all uncharitableness are succeeded by the nearest approach we have yet achieved to clear conscience and brotherly good will.

"A good newspaper wipes the verbal gossip out of a town the way a vacuum cleaner sweeps the dust from a room. One good, 'nosey' reporter, who prints exactly what he sees, and who sees a good deal, is worth three preachers. The most inaccurate paper ever printed is reliability itself compared with the cleanest of town gossip. Let a town know that its little occurrences are put on record, by a paper that can be held responsible, and in a way that is not open to suspicion of favoritism or partisan coloring, and every man's reputation is safe from that day, unless he ruins it himself.

"To accomplish all this, however, the editor and reporter must have a great deal of backbone. Newspapers are meant to be read, not to be loved. If your paper does not arouse your ire once in awhile, one of three things is true: there is something wrong with the paper, there is nothing wrong with the town, or, third, you yourself are such a rank outsider that you do not know what is going on."

Mr. Allen introduced his lecture by reading Charles Dickens' impressions of the American press, received when Dickens (in the character of Martin Chuzzlewit) stepped ashore on the New York pier. Newsboys rushed up to him crying the lurid details of the news as portrayed in the "New York Sewer."

"The 'Sewer' was unquestionably the New York Herald," declared the speaker, "which was then just beginning to make a fortune and a name for James Gordon Bennett, the elder. Dickens saw only half, or less than half, of what was meant by the 'Sewer.' The newspaper is one institution that has never been understood or appreciated by its contemporaries, certainly not by the educated and intelligent classes. Posterity has always revised the valuations its contemporaries place upon the press of any period.

"Dickens did not see, or could not appreciate that under the slime of the 'New York Sewer' a new vigor and usefulness was being added to the American press. Bennett, too, was clearing away 'taboos,' drawing aside curtains. Much of the 'Herald's' early day notoriety was acquired by acts which we have finally come to see were salutary, and of good effect. The press of today has rejected much of Bennett's bad, accepted much of the good he had to offer, and is today, in spite of the long, rocky, uphill road ahead of it, the most hopeful American institution we have. What I have said of Bennett, I might say of Hearst and others. Scarcely one of these well-known men but has added his mite, and sometimes the mite was a valuable contribution to democracy.

"Dickens' lack of foresight is the less pleasing to me because Dickens was a kind of a James Gordon Bennett himself. He was a remover of 'taboos' and a drawer aside of curtains. He had much the same pack at his heels that was yelping at Bennett. There were no joints in Dickens' armor, however, and he 'got away with it.'

"Dickens it was who muckraked the educational system, and forced reforms high and low. There was something stirring in England's educational circles in the days when schoolmen and professors were apt to be called 'Mr. Squeers' or 'Mr. Gradgrind.' Do you think our eminent educators liked Dickens? Who could know who was coming next?

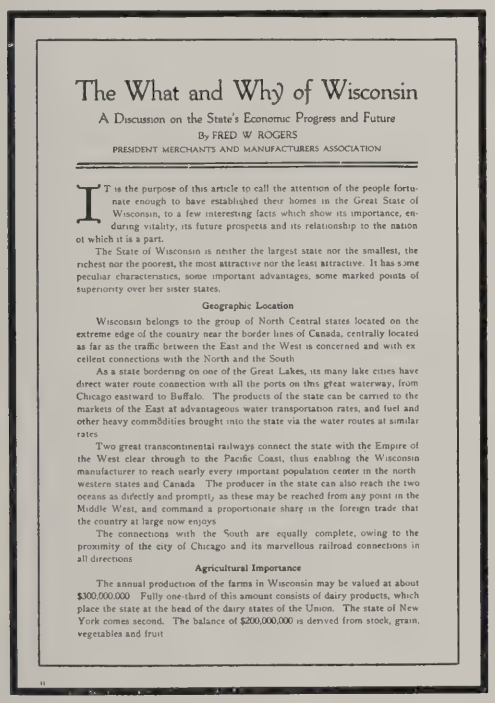
"How the medical profession must have appreciated Sairy Gamp and Mrs. Harris, to say nothing of Mr. Bob Sawyer and Mr. Ben Allen.

"The Press of the future must go on its appointed way, misunderstood and blamed, most of all when it is doing its altruistic best. Its publicity must cut deep, and often draw blood. It must work always in the vision of the coming day when frankness shall always accompany honesty, and be met and awarded by fairness and understanding."

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, Box 321, Chicago.

OCCASIONALLY the printer has an opportunity to become either a publisher or a manufacturer on a small scale for the time being—not only keeping himself busy, but if the work is managed properly, bringing in a little more money than just sufficient to pay for the actual mechanical operations. I have before me now one such piece of work, this being the large and elaborate Year Book of the Merchants and Manufacturers Association of Milwaukee, published annually for the Association by Burdick & Allen, printers of that city. This book is made up of pages 9x12 inches in size, or about the same size as the pages of the National Printer-Journalist, and as the volume comprises 164 pages and cover, nearly half of which are filled with advertising, the revenue from which accrues to the printers, I judge that it is a fairly profitable enterprise.



The What and Why of Wisconsin

A Discussion on the State's Economic Progress and Future

By FRED W ROGERS

PRESIDENT MERCHANTS AND MANUFACTURERS ASSOCIATION

IT is the purpose of this article to call the attention of the people fortunate enough to have established their homes in the Great State of Wisconsin, to a few interesting facts which show its importance, enduring vitality, its future prospects and its relationship to the nation of which it is a part.

The State of Wisconsin is neither the largest state nor the smallest, the richest nor the poorest, the most attractive nor the least attractive. It has some peculiar characteristics, some important advantages, some marked points of superiority over her sister states.

Geographic Location

Wisconsin belongs to the group of North Central states located on the extreme edge of the country near the border lines of Canada, centrally located as far as the traffic between the East and the West is concerned and with excellent connections with the North and the South.

As a state bordering on one of the Great Lakes, its many lake cities have direct water route connection with all the ports on this great waterway, from Chicago eastward to Buffalo. The products of the state can be carried to the markets of the East at advantageous water transportation rates, and fuel and other heavy commodities brought into the state via the water routes at similar rates.

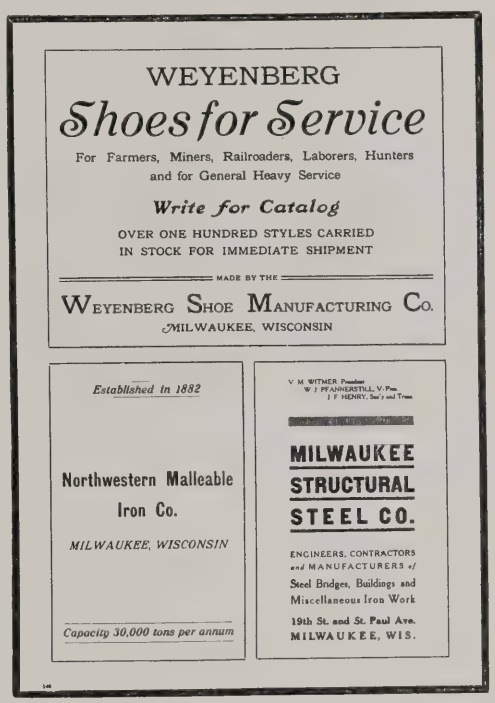
Two great transcontinental railways connect the state with the Empire of the West clear through to the Pacific Coast, thus enabling the Wisconsin manufacturer to reach nearly every important population center in the northwestern states and Canada. The producer in the state can also reach the two oceans as directly and promptly, as these may be reached from any point in the Middle West, and command a proportionate share in the foreign trade that the country at large now enjoys.

The connections with the South are equally complete, owing to the proximity of the city of Chicago and its marvellous railroad connections in all directions.

Agricultural Importance

The annual production of the farms in Wisconsin may be valued at about $300,000,000. Fully one-third of this amount consists of dairy products, which place the state at the head of the dairy states of the Union. The state of New York comes second. The balance of $200,000,000 is derived from stock, grain, vegetables and fruit.

The book carries the general title of "Commercial Milwaukee," and takes up the advantages of Milwaukee as a commercial city, giving also facts relative to the Merchants and Manufacturers Association, portraits of the officers of that organization, and articles by a number of them, calculated to develop the business of the city and state. Between this section and the advertising, is a large illustrated section, showing public buildings, beauty spots of the city, manufacturing and business buildings, etc. But many of these are no doubt stock cuts, while others are furnished by the businesses interested, or are picked up from various sources.



WEYENBERG

Shoes for Service

For Farmers, Miners, Railroaders, Laborers, Hunters and for General Heavy Service

Write for Catalog

OVER ONE HUNDRED STYLES CARRIED IN STOCK FOR IMMEDIATE SHIPMENT

MADE BY THE

WEYENBERG SHOE MANUFACTURING CO.

MILWAUKEE, WISCONSIN

Established in 1882

Northwestern Malleable Iron Co.

MILWAUKEE, WISCONSIN

Capacity 30,000 tons per annum

V. M. WITMER, President
W. J. PFANNERSTILL, V.-Pres.
J. F. HENRY, Sec'y and Treas.

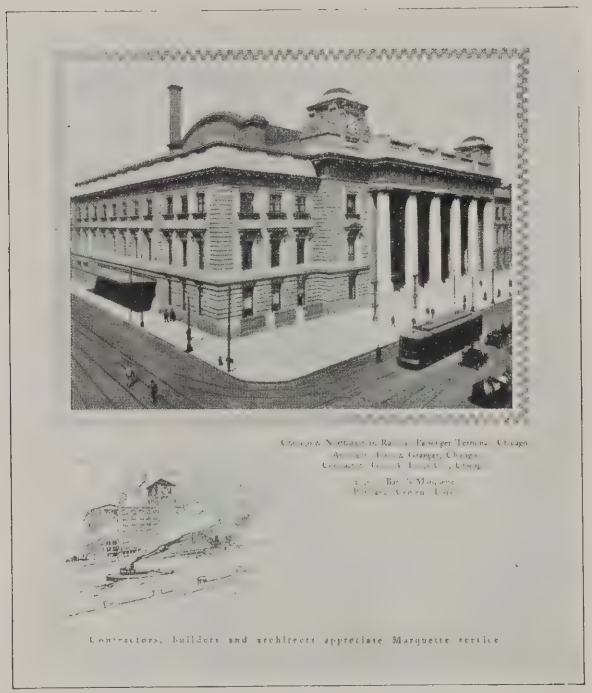
MILWAUKEE STRUCTURAL STEEL CO.

ENGINEERS, CONTRACTORS and MANUFACTURERS of Steel Bridges, Buildings and Miscellaneous Iron Work

19th St. and St. Paul Ave.
MILWAUKEE, WIS.

The pages are given a uniform appearance by the lithotint rule border around each, and the make-up of both the reading matter and advertising pages is exceptionally good. A sample of each class of pages is shown herewith.

I presume that in the reproduction the main line on this title page will look hopelessly inadequate; but I assure you that such is not the case in the original. For one thing, the border, while still strong enough to serve all purposes of a border, is in a tint, allowing the title in black to stand out more strongly than would otherwise be the case. Even at that, however, it must have taken some courage on the part of the printer to put this over. Personally, I think I should have preferred to draw in the words "Chicago" and "La Salle" somewhat, allowing the name of the manufacturing company to have more the appearance of one line than two. The book is taken up for the most part with illustrations of some of the prominent buildings in the Chicago territory,



which have been constructed with the aid of this cement. They are all of them handsomely designed and made up, and the printing, which is on dull coated cameo, is above reproach. The book bears the imprint of "Keller, Printerman, Chicago."

✧ ✧

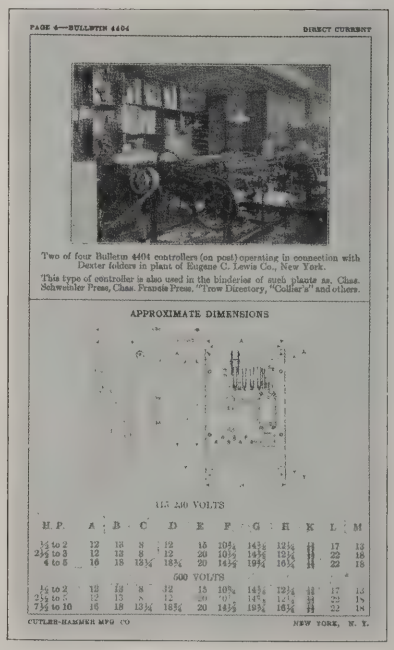
I am pleased to have some samples of most satisfactory work from the Sterling Stationers & Printers, 2034 West Van Buren Street, Chicago. The man who presides over the destinies of this shop is my former fellow-laborer, Mr. Adolph Goldberger, and it has been a pleasure to me to note from time to time his advancement in the art. I judge also that he is making some money out of the business as he goes along; for he recently made a trip to Milwaukee, and took unto himself a wife. One of the pieces of advertising matter which he includes in his bunch of specimens is a little

BE PLEASANT
HAVE · A · SMILE
For everybody — Something that poor or rich can afford to carry and worth while having.
What!--
You here again?
Another half hour gone to hell!
BUSINESS IS GOOD
We are TOO BUSY to kill Time.
PLEASE TAKE THE HINT!
ONCE-OVERS
SPECIAL NOTICE!
TO MY FRIENDS
usually have on hand the sum of
$50,000.00
But at present it is all out. Leave your order for first call.

folder giving the most recent parcel post rates. This is information which most people like to have at hand just now, and so the card is insured a reasonable length of life. A memorandum pad is also included; and this, too, is something which is never thrown away until entirely used up. The motto cards are so crisp and attractively printed as to secure at least a second look, if nothing more.

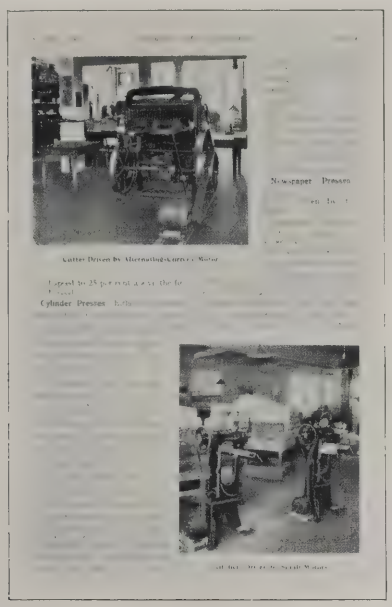
✧ ✧

The printer, like a man in any other line,


PAGE 4—BULLETIN 4404
DIRECT CURRENT
Two of four Bulletin 4404 controllers (on post) operating in connection with Dexter folders in plant of Eugene C. Lewis Co., New York.
This type of controller is also used in the binderies of such plants as: Chas. Schwebler Press, Chas. Francis Press, "Trow Directory," "Collier's" and others.
APPROXIMATE DIMENSIONS
CUTLER-HAMMER MFG CO
NEW YORK, N. Y.

likes to have a sales talk fitted into his particular business, rather than having it so general

that he has to make the application himself if he cares to take the time. This is emphasized by two catalogs which are now on my desk, one entitled, "Motor Driven Printing and Cut Making Machinery," which comes from the Westinghouse Electric & Manufacturing Company, Pittsburgh, and the other entitled "Push-Button Operated Controllers for Printers Machinery," coming from the Cutler-Hammer Manufacturing Company of New York. Both of these contain complete working details as to the application of these devices to printing,

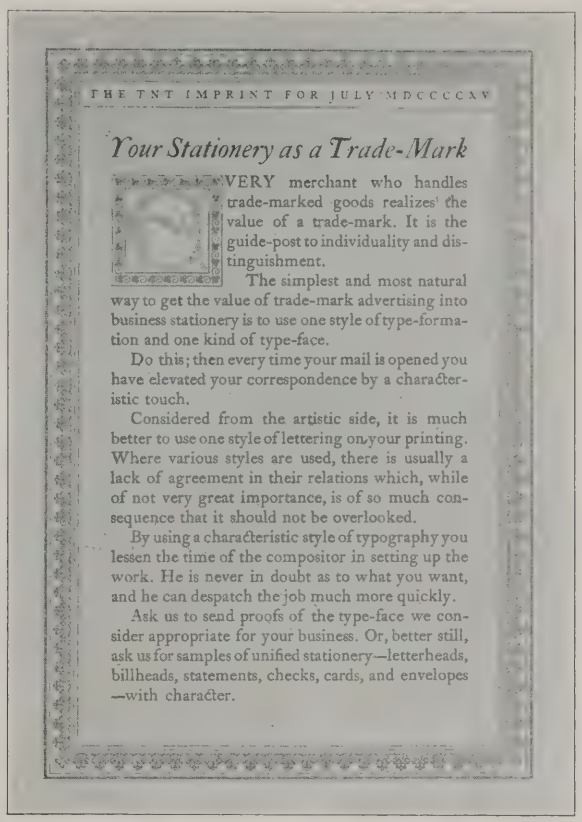


composing, engraving and binding machinery, with appropriate illustrations. It of course costs a lot of money to get out a catolgue of this kind for each industry, but it is the only way to reach the busy man.

✧ ✧

Without any desire to encroach upon any other department, I cannot forbear to comment on a copy of an Illinois daily which has reached my desk in a roundabout way. In order properly to exploit his county fair, the editor has thought it necessary to use a number of halftone illustrations. These plates seem to be of a screen which would have given fair service if properly taken care of, but with apparently poor make-ready, or none at all, poor and dirty rollers, and general all-around carelessness, the cuts are merely dark gray blotches, in which it is scarcely possible to distinguish anything. I am a firm believer in the value of illustrations, and especially local illustrations, in the smaller dailies; but for goodness sake leave them out unless they can be worked up to prove an attractive feature, rather than a laughing stock.

I feel quite sure that were this department to reproduce a selection each month from the T. N. T. Imprint, published by Taylor, Nash & Taylor of San Francisco, our readers would consider this an added interest to the department. I have copies of two different issues before me and after considerable hesitation have chosen this page for reproduction. It is a sub-



THE TNT IMPRINT FOR JULY MDCCCCXV

Your Stationery as a Trade-Mark

EVERY merchant who handles trade-marked goods realizes the value of a trade-mark. It is the guide-post to individuality and distinguishment.

The simplest and most natural way to get the value of trade-mark advertising into business stationery is to use one style of type-formation and one kind of type-face.

Do this; then every time your mail is opened you have elevated your correspondence by a characteristic touch.

Considered from the artistic side, it is much better to use one style of lettering on your printing. Where various styles are used, there is usually a lack of agreement in their relations which, while of not very great importance, is of so much consequence that it should not be overlooked.

By using a characteristic style of typography you lessen the time of the compositor in setting up the work. He is never in doubt as to what you want, and he can despatch the job much more quickly.

Ask us to send proofs of the type-face we consider appropriate for your business. Or, better still, ask us for samples of unified stationery—letterheads, billheads, statements, checks, cards, and envelopes—with character.

dued piece of work in black and brown on rough brown stock, so possibly it may not be easy to read, although I hope it will, as the matter is worth while paying attention to, apart from the manner of its typographic expression.

✧ ✧

The Reveille Printing Company, Memphis, Mo., sends a program of a Sunday School convention, on which comment is asked. An excellent grade of stock is used for this program, both for the inside and the cover, and the press work is very clean and strong. The composition also is reasonably satisfactory. It occurs to me, however, as I look over the program, that there is not enough matter on it to justify the expense of all this work and that the entire program could have been set up attractively and put on a piece of stock no larger than the cover of this booklet, reducing the amount of stock, the amount of press work, doing away with the binding entirely, and if careful atten-

tion were given to it, turning out at least as attractive a job, if not more so. The sheet could perhaps have been arranged to fold in some fantastic fashion, while an attractive brown ink would have given it additional artistic value. I doubt not that the Sunday School Association would have been willing to pay just as much for a program gotten up in this style as for the one which you did turn out, with its several printings, its folding, and putting twice through the stapling machine.

✧ ✧

The Duggan Printing Company of Oshkosh, Wis., is responsible for the handsome catalog from which these pages are taken. A cream tint used as a background for the title page,

and a border for the other pages, serves to give unity to the pages containing various sizes and types of illustrations, different type sizes, etc.

✧ ✧

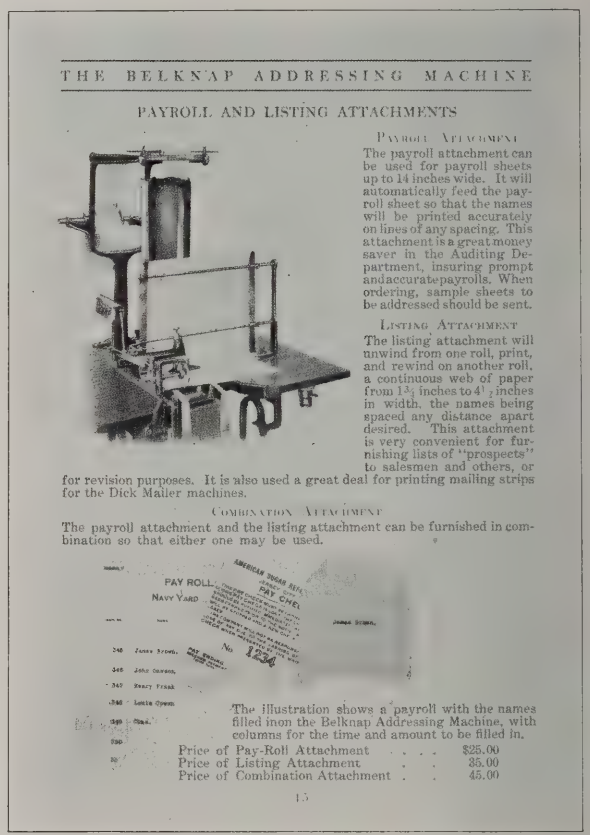
Return post cards can sometimes to good advantage be printed on the same stock as the cover of a booklet, in fact printed at the same time as the cover, and left attached to the back with the customary perforation. This is not only a saving of press work, but it keeps the card right with the booklet until it is detached and mailed, without the possibility of its being lost.

✧ ✧

Human nature is such that I presume almost anyone will examine quite carefully something which comes through the mail which has the appearance of being of value, even though he knows that in reality it is not. I have for instance, from Mr. Frank A. Waleigh, passenger traffic manager of the Denver & Rio Grande Railroad, a long strip of paper which looks very much like the yards and yards of ticket one gets for a transcontinental railroad journey. As a matter of fact, it is just intended to connect up with the big globe exhibit which this company and connecting companies have at the Panama-Pacific Exposition.

✧ ✧

The plan of printing illustrations of a catalog in a good strong black, with the text matter in a softer color, thus throwing out the illustrations stronger than the type, is well known to most printers. It has the added advantage


THE BELKNAP ADDRESSING MACHINE

PAYROLL AND LISTING ATTACHMENTS

PAYROLL ATTACHMENT

The payroll attachment can be used for payroll sheets up to 14 inches wide. It will automatically feed the payroll sheet so that the names will be printed accurately on lines of any spacing. This attachment is a great money saver in the Auditing Department, insuring prompt and accurate payrolls. When ordering, sample sheets to be addressed should be sent.

LISTING ATTACHMENT

The listing attachment will unwind from one roll, print, and rewind on another roll, a continuous web of paper from 1¾ inches to 4¼ inches in width, the names being spaced any distance apart desired. This attachment is very convenient for furnishing lists of "prospects" to salesmen and others, or for revision purposes. It is also used a great deal for printing mailing strips for the Dick Mailer machines.

COMBINATION ATTACHMENT

The payroll attachment and the listing attachment can be furnished in combination so that either one may be used.

The illustration shows a payroll with the names filled inon the Belknap Addressing Machine, with columns for the time and amount to be filled in.

Price of Pay-Roll Attachment	$25.00
Price of Listing Attachment	35.00
Price of Combination Attachment	45.00

15

of allowing the use of a grade of ink on the halftones, which is especially suited to half-tone work. An excellent example is that afforded by a recent catalog sent out by the Rapid Addressing Machine Company of New York, for the purpose of advertising the Belknap addressing machine. Unfortunately the printer did not put his imprint on this catalog, so I am unable to give proper credit where it is due.

✧ ✧

I have from one of the big paper companies, a little red folder with the title on the outside "Our Red Book of the War." I knew of course that the primary purpose of this folder was advertising, but expected to find on the inside a few facts relative to the origin of the war, the dates of the different engagements, the

armies taking part in them, etc. It is disappointing, however, to find that the only reference to the war is the fact that red papers are scarce on account of the shortage of dye-stuffs. A little informative data, such as I have suggested, would have made this folder of interest and would have induced the recipient to keep it on hand. As it is, the feeling seems to be one of resentment at having been misled.

✧ ✧

Some visitor to the Pacific coast has favored me with a copy of a delightful booklet describing the Mission Inn, Riverside, California. The book is from the press of Young & McCallister, Inc., of Los Angeles, Cal. While the fact is

UNIQUE among the famous resorts of the world is the Mission Inn at Riverside on the Kite Shaped Track of the Santa Fe in Southern California.

The Inn is unlike any other. It combines within its lofty cloistered walls, spacious sunlit courts and shadowed Moorish corridors, the peace of an old mission in the days of the padres, the luxurious service of a great modern hotel, the lure of a museum of antiques and an art gallery of rare treasures, and the odd charm of a vast institution with the atmosphere of past centuries.

"The Inn of The Bells" it is often called, for wonderfully melodious

of course not apparent in the reproduction, it is interesting to note that the booklet is printed in one color, the type matter evidently having been photographed and stripped onto the halftone negatives. The work is clean and sharp, however, and makes a delightful booklet, especially in its cover of reddish brown japanese paper.

✧ ✧

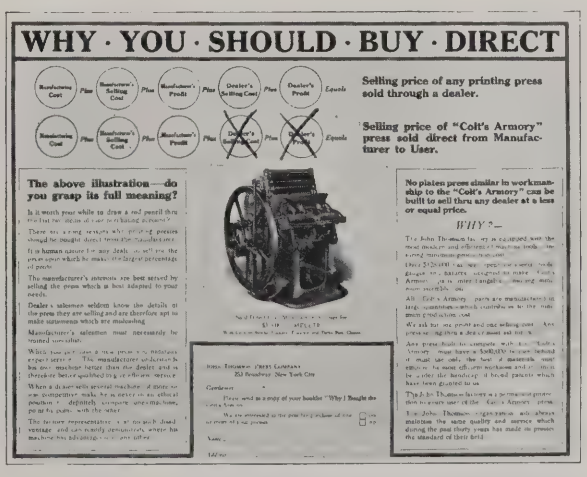
It might be well to put in a word of caution to those who are getting out mailing cards of fantastic design. If there is any doubt whatever about these, it is best to take up the matter with the post office where they are to be mailed, before going ahead with anything out of the ordinary. I have before me a card which evidently was ruled out in its original form, and had to be fastened together by a clip instead of

Two big reasons why you should buy—
"The Tape That Brown Sells!"
1st — There's quality in every inch
2d — You get full measure in every roll
Use the enclosed card
Do You Use Printed Tape?
Let Us Quote On Your Requirements
THE BROWN GUMMED TAPE CO.
Paper and Cloth Gummed Tape
536-538 SOUTH CLARK ST
Chicago
Quality Products
Phone Wabash 8445

with the tongue-made slit arrangement at first provided. Most post offices will accept anything within reason, but they cannot of course take chances on things of this kind coming to pieces in the mail.

✧ ✧

Here is a forcible piece of printing which is intended to show in graphic style the advantage of buying direct from the manufacturer, thus


WHY · YOU · SHOULD · BUY · DIRECT
Selling price of any printing press sold through a dealer.
Selling price of "Colt's Armory" press sold direct from Manufacturer to User.
The above illustration—do you grasp its full meaning?
No platen press similar in workmanship to the "Colt's Armory" can be built to sell thru any dealer at a less or equal price.
WHY?—

cutting out the dealer's profit. Then, when the recipient is reasonably well convinced that he can save money, the return card is right at the bottom of the sheet ready to fill out and mail it.

✧ ✧

The interesting feature about this piece of

publicity work is that it secures an effective result with a reasonable expenditure. If this is analyzed closely it will be seen that the artist spent comparatively little time on it. The rest has been done with ben dey screens, and also by means of printing type in an additional color over plate.

✧ ✧

Here is a circular sent out with a booklet from the office of the Keystone Type Foundry. The top paragraph is especially interesting, em-

This is not a hand-written pink-postage-stamped letter, but the facts below stated are worth the attention of any printer whose business is run on the double track of saving time and making money.

¶ We enclose herewith a very interesting booklet, "The Sullmanco Way," issued by the Sigmund Ullman Co., whose agents we are.

¶ That the "Sullmanco Way" solves the ink problem in a thoroughly practical and effective manner has been amply proven by the very gratifying success we have had in the sale of these inks. We therefore commend the booklet to your careful perusal, and shall be pleased to receive your order for Assortment A, as suggested on the return postal attached to the cover.

¶ You will find many useful hints in the booklet. We especially call attention to the "Color Concordance." This is a very valuable table, which we believe you will wish to keep and use.

¶ Remember the "Sullmanco" inks are all of the highest grade—permanent, brilliant and effective, and in every respect fully guaranteed by their makers.

¶ You will not take the slightest risk in placing your order for assortment A; it will make you money. The return of the postal, properly marked, will bring you one of the "Selector" cards—but get both the Assortment and the card and try out this new practical idea for yourself.

ADDRESS YOUR ORDER NOW, TO THE

Keystone Type Foundry

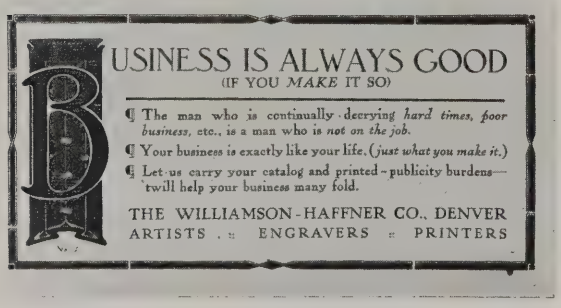
1108 South Wabash Avenue, Chicago, Ill.

P.S.—Here is some of the Ink now!
Sullmanco Deep Brown and Light Blue

Set in Keystone's Ivanhoe

phasizing as it does, the fact that the statements made in this circular are just as important as though they had been embodied in a letter and sent out under two-cent stamp.

✧ ✧


USINESS IS ALWAYS GOOD
(IF YOU MAKE IT SO)
¶ The man who is continually decrying hard times, poor business, etc., is a man who is not on the job.
¶ Your business is exactly like your life. (just what you make it.)
¶ Let us carry your catalog and printed-publicity burdens—'twill help your business many fold.
THE WILLIAMSON-HAFFNER CO., DENVER
ARTISTS :: ENGRAVERS :: PRINTERS

Editor of Four Score and One Years

There is a decided lengthening in the span of life in this land of liberty. No calling seems to contribute more to longevity than that of newspaper editing and publishing by men whose hearts are in the work and who keep in sympathy and close touch with the people and the progress of events.

Samuel F. Winter of Peru, Ind., was a charter member of the Northern Indiana Editorial Association that was organized forty-six years ago. Now at eighty-one years of age, he is found regularly working at the editorial desk of The Peru Evening Chronicle of which he is both editor and publisher.

John B. Stoll, of South Bend, Ind., who was the first president of the convention, is another veteran editor who, for fifty years had a place as leader among Indiana journalists and, only recently retired from the active newspaper work to engage in writing a history of his much beloved Hoosier state. He has, however, kept in close touch with newspaper work and workers, and has seldom missed a convention of the Association over which he presided at its beginning. Though prevented by illness from attending the last convention, he remembered his fellow workers by a feelingly worded letter in which he said:

"I feel quite well assured that you will have a good time at Kokomo. They have a good class of people in that part of the state. What I regret, more than anything else, is that illness prevents me from saying some things to the brethren that are very dear to my heart. The improvement of the country paper has been uppermost in my mind for some time. I wanted to avail myself of the opportunity to fire these ideas at the press gang to provoke them to an expression of their own views on the subject.

"Again expressing regret over enforced non-attendance at the 46th annual meeting of the Association, which I helped to organize in 1869, I remain very truly yours, J. B. STOLL."

The Kokomo Daily Tribune only echoed the thought and feeling manifested on every hand in the following, published in its issue of July 12th: "Mr. Stoll, splendidly gifted and long recognized as one of the foremost editors of the middle west, would have brought to the meeting such a wealth of interesting memories and sound suggestion as no other man in the state could furnish."

A Group of Virginia Editors

Photo by E. P. Griffith, Newport News.

27th Annual Convention Virginia Press Association, Newport News, Va., July 15th—17th, 1915

ADVERTISING YOUR OWN WARES

Some Model Advertisements to Advertise Advertising

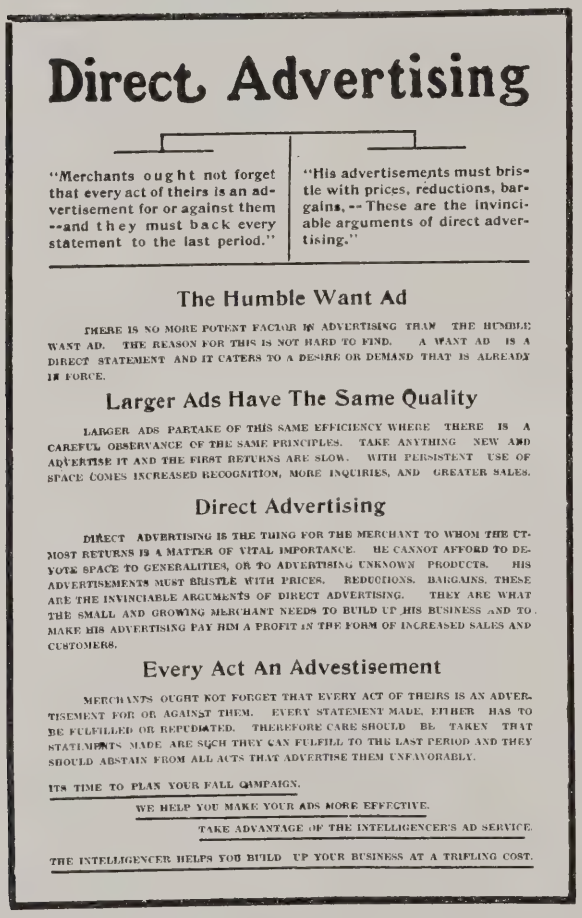
EDWARDSVILLE, ILL., has, in the Intelligencer, "Madison County's Home Daily"—as is widely made known by a neat display line printed under the name on the first page—a very successful and in many ways a model newspaper. It is published by Charles Boeschenstein, a Past-President of the Illinois Press Association, who is himself, a good deal of a success in both business and politics.

The way to real, worthy attainment in life, is to make your own business a success. This was long since demonstrated by the patron of the art-preservative, Benjamin Franklin, who prided himself in the name printer, when the word, in its use, was broad enough to include newspaper making, as well as the publication of Poor Richards Almanac and turning out all kinds of job printing and books—writing, editing and typesetting. His motto was, "Keep your shop and your shop will keep you."

Make your newspaper, your printing-office successful first and all other things shall be added unto you, for verily the world speaketh well of the man who doeth well for himself, and giveth unto him business, and favors as well as goodwill, votes, positions and all other good things. But the world and all the people therein must first be informed. The newspaper man has always at hand the best medium for giving information that has ever been known in all the ages. If he does not use this efficient means, he is himself at fault.

Get the goods in the excellence of your paper and the quality and quantity of the circulation; but do not forget to use columns of the paper in explaining and teaching the value and necessity of publicity in modern business.

Advertising has come to be the chief and, in a business way, the most valuable product that the newspaper has to offer to the live, progressive merchants, business men, manufacturers, professional men, bankers, real estate dealers, managers of transportation concerns or companies, hotel keepers, and all others who are doing things and have any kinds of goods at service for sale.



Direct Advertising

"Merchants ought not forget that every act of theirs is an advertisement for or against them --and they must back every statement to the last period."

"His advertisements must bristle with prices, reductions, bargains, -- These are the invincible arguments of direct advertising."

The Humble Want Ad

THERE IS NO MORE POTENT FACTOR IN ADVERTISING THAN THE HUMBLE WANT AD. THE REASON FOR THIS IS NOT HARD TO FIND. A WANT AD IS A DIRECT STATEMENT AND IT CATERS TO A DESIRE OR DEMAND THAT IS ALREADY IN FORCE.

Larger Ads Have The Same Quality

LARGER ADS PARTAKE OF THIS SAME EFFICIENCY WHERE THERE IS A CAREFUL OBSERVANCE OF THE SAME PRINCIPLES. TAKE ANYTHING NEW AND ADVERTISE IT AND THE FIRST RETURNS ARE SLOW. WITH PERSISTENT USE OF SPACE COMES INCREASED RECOGNITION, MORE INQUIRIES, AND GREATER SALES.

Direct Advertising

DIRECT ADVERTISING IS THE THING FOR THE MERCHANT TO WHOM THE UTMOST RETURNS IS A MATTER OF VITAL IMPORTANCE. HE CANNOT AFFORD TO DEVOTE SPACE TO GENERALITIES, OR TO ADVERTISING UNKNOWN PRODUCTS. HIS ADVERTISEMENTS MUST BRISTLE WITH PRICES, REDUCTIONS, BARGAINS. THESE ARE THE INVINCIABLE ARGUMENTS OF DIRECT ADVERTISING. THEY ARE WHAT THE SMALL AND GROWING MERCHANT NEEDS TO BUILD UP HIS BUSINESS AND TO MAKE HIS ADVERTISING PAY HIM A PROFIT IN THE FORM OF INCREASED SALES AND CUSTOMERS.

Every Act An Advestisement

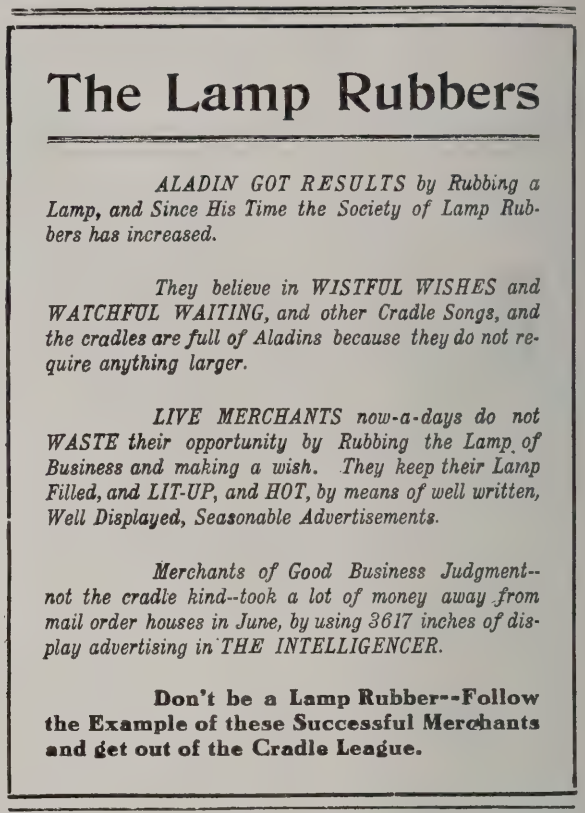
MERCHANTS OUGHT NOT FORGET THAT EVERY ACT OF THEIRS IS AN ADVERTISEMENT FOR OR AGAINST THEM. EVERY STATEMENT MADE, EITHER HAS TO BE FULFILLED OR REPUDIATED. THEREFORE CARE SHOULD BE TAKEN THAT STATEMENTS MADE ARE SUCH THEY CAN FULFILL TO THE LAST PERIOD AND THEY SHOULD ABSTAIN FROM ALL ACTS THAT ADVERTISE THEM UNFAVORABLY.

ITS TIME TO PLAN YOUR FALL CAMPAIGN.

WE HELP YOU MAKE YOUR ADS MORE EFFECTIVE.

TAKE ADVANTAGE OF THE INTELLIGENCER'S AD SERVICE.

THE INTELLIGENCER HELPS YOU BUILD UP YOUR BUSINESS AT A TRIFLING COST.



The Lamp Rubbers

ALADIN GOT RESULTS by Rubbing a Lamp, and Since His Time the Society of Lamp Rubbers has increased.

They believe in WISTFUL WISHES and WATCHFUL WAITING, and other Cradle Songs, and the cradles are full of Aladins because they do not require anything larger.

LIVE MERCHANTS now-a-days do not WASTE their opportunity by Rubbing the Lamp of Business and making a wish. They keep their Lamp Filled, and LIT-UP, and HOT, by means of well written, Well Displayed, Seasonable Advertisements.

Merchants of Good Business Judgment--not the cradle kind--took a lot of money away from mail order houses in June, by using 3617 inches of display advertising in THE INTELLIGENCER.

Don't be a Lamp Rubber--Follow the Example of these Successful Merchants and get out of the Cradle League.

LIVE MERCHANTS

BOUGHT DURING JUNE

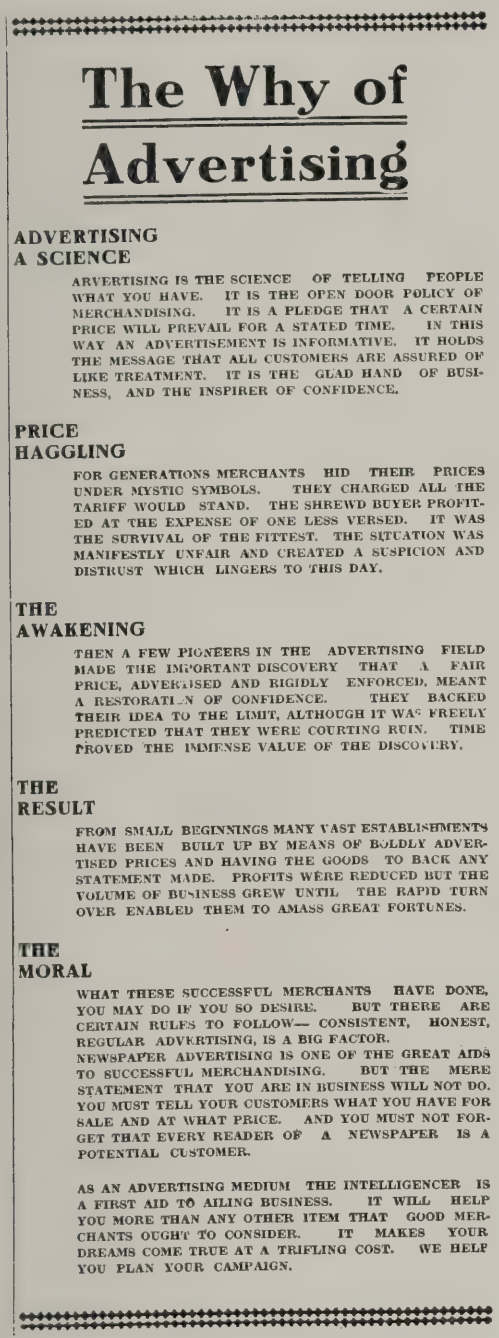
5617 INCHES OF DISPLAY

ADVERTISING IN THE INTELLIGENCER

JUST THINK OF IT! More than 180 COLUMNS of paid advertising, exclusive of legals and classified ads. Time is slow month from the advertiser's point of view, yet these WIDE AWAKE MERCHANTS knew where to go for SURE RESULTS, because each issue takes their story to more than 17,000 buyers. Advertising pays them and it will pay you. There is no guess work about an ad in the Intelligencer. It gives the user a distinct advantage.

THE TIME TO START YOUR FALL CAMPAIGN IS NOW.

The Edwardsville Intelligencer people understand all this and practice on that understanding. The reproductions of advertisements presented herewith, that have appeared in that live



The Why of Advertising

ADVERTISING A SCIENCE

ARVERTISING IS THE SCIENCE OF TELLING PEOPLE WHAT YOU HAVE. IT IS THE OPEN DOOR POLICY OF MERCHANDISING. IT IS A PLEDGE THAT A CERTAIN PRICE WILL PREVAIL FOR A STATED TIME. IN THIS WAY AN ADVERTISEMENT IS INFORMATIVE. IT HOLDS THE MESSAGE THAT ALL CUSTOMERS ARE ASSURED OF LIKE TREATMENT. IT IS THE GLAD HAND OF BUSINESS, AND THE INSPIRER OF CONFIDENCE.

PRICE HAGGLING

FOR GENERATIONS MERCHANTS HID THEIR PRICES UNDER MYSTIC SYMBOLS. THEY CHARGED ALL THE TARIFF WOULD STAND. THE SHREWD BUYER PROFITED AT THE EXPENSE OF ONE LESS VERSED. IT WAS THE SURVIVAL OF THE FITTEST. THE SITUATION WAS MANIFESTLY UNFAIR AND CREATED A SUSPICION AND DISTRUST WHICH LINGERS TO THIS DAY.

THE AWAKENING

THEN A FEW PIONEERS IN THE ADVERTISING FIELD MADE THE IMPORTANT DISCOVERY THAT A FAIR PRICE, ADVERTISED AND RIGIDLY ENFORCED, MEANT A RESTORATION OF CONFIDENCE. THEY BACKED THEIR IDEA TO THE LIMIT, ALTHOUGH IT WAS FREELY PREDICTED THAT THEY WERE COURTING RUIN. TIME PROVED THE IMMENSE VALUE OF THE DISCOVERY.

THE RESULT

FROM SMALL BEGINNINGS MANY VAST ESTABLISHMENTS HAVE BEEN BUILT UP BY MEANS OF BOLDLY ADVERTISED PRICES AND HAVING THE GOODS TO BACK ANY STATEMENT MADE. PROFITS WERE REDUCED BUT THE VOLUME OF BUSINESS GREW UNTIL THE RAPID TURN OVER ENABLED THEM TO AMASS GREAT FORTUNES.

THE MORAL

WHAT THESE SUCCESSFUL MERCHANTS HAVE DONE, YOU MAY DO IF YOU SO DESIRE. BUT THERE ARE CERTAIN RULES TO FOLLOW— CONSISTENT, HONEST, REGULAR ADVERTISING, IS A BIG FACTOR.
NEWSPAPER ADVERTISING IS ONE OF THE GREAT AIDS TO SUCCESSFUL MERCHANDISING. BUT THE MERE STATEMENT THAT YOU ARE IN BUSINESS WILL NOT DO. YOU MUST TELL YOUR CUSTOMERS WHAT YOU HAVE FOR SALE AND AT WHAT PRICE. AND YOU MUST NOT FORGET THAT EVERY READER OF A NEWSPAPER IS A POTENTIAL CUSTOMER.

AS AN ADVERTISING MEDIUM THE INTELLIGENCER IS A FIRST AID TO AILING BUSINESS. IT WILL HELP YOU MORE THAN ANY OTHER ITEM THAT GOOD MERCHANTS OUGHT TO CONSIDER. IT MAKES YOUR DREAMS COME TRUE AT A TRIFLING COST. WE HELP YOU PLAN YOUR CAMPAIGN.

paper are excellent examples of good advertising of the right kind and may well be used as models by other newspapers. We have been asked to criticise these ads, but have no criticism, only commendation. We pass the criticism along to the readers of the National Printer-Journalist, and hope that these will be studied and then fully discussed, and errors, if any, pointed out and suggestions made for betterment in any way.

PRESS DAY AT TORONTO

One of the desirable cities of the great North American Continent is Toronto, Canada, and whenever we see the name, memory brings back the delightful days passed there in 1892, and the friends that we met at the Convention of the United Typothetae, especially the President of the organization, the late Mr. Shepard, a loyal Canadian who, the year before, had electrified the delegates at the Boston Convention, with a banquet speech on the glories, the extent and the greatness of the Dominion to the North.

The delegates to the 1892 convention found that, in no way had he exaggerated hospitality the wonders of delights that were to be enjoyed. The greatness of Canada and its resources was fully established by the exhibits at the great Canadian National Exposition, then in progress, and by views of the city during a most delightful carriage drive through its fine streets.

This year of 1915 there is another National Exposition, with September 4th as a Press day, and the Fifty-Seventh Annual Convention of the Canadian Press Association is being held in the city, September 2nd and 3rd, just as we are sending this issue of the National Printer-Journalist to press. We greatly regret not being able to attend.

An especially excellent program, the vital importance of the subjects to be discussed and the high calibre of the speakers and the liberal arrangements insure a profitable convention and a large attendance. The proceedings will be published early and we hope to make the readers of the National Printer-Journalist sharers in the wise things brought forth in the papers and discussions.

The Canadian is said to be the "World's greatest permanent exposition." The newspaper men are enterprising and progressive and no small share of the placing of the exposition at its high standard must be credited to the loyal support of the newspaper press.

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"OF AN INTRINSIC VALUE TO EDITORS, PUBLISHERS AND PRINTERS."

"Improving Each Year."

The Argus

Patchogue, Long Island, N. Y., August 25, 1915.

Col. B. B. Herbert, 4620 Ravenswood Ave., Chicago, Ill.

My Dear Mr. Herbert:—I have been a subscriber to the National Printer-Journalist for nearly twenty years, and I am pleased to state that it is always a welcome visitor at The Argus office. It is a magazine of an intrinsic value to editors, publishers and printers and it is improving each year. You are certainly deserving of great success in the publication of such an excellent magazine for which accept my congratulations.

Yours truly, L. B. GREEN.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice at Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association. Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

Advertising Rates promptly furnished upon application.

CHICAGO, ILLINOIS, SEPTEMBER, 1915

It is stated that German scientists have discovered a new method of making printing paper without cellulose, that will cheapen the prices, and render Germany independent of the rest of the world for this important product. The importance of preparedness and the value of practically applied science, have been lessons pretty thoroughly and impressively taught by the Germans, and the teachings have been greatly emphasized by the War now in progress, whatever may be the outcome.

* * *

Speaking, after twenty-four years of successful experience, Leo Small of Kankakee, Ill., Interstate Fair, said: "Advertise in the newspapers. There is no better way in which to build and maintain an enterprise of big dimensions, than by a liberal use of newspaper columns. They reach the people and are read." This stands to reason, for the newspaper is the source of all new information that is worth telling; is the welcome, trusted visitor and counsellor in every home, and the promoter of all enterprises, and institutions designed for upbuilding and guarding the interests of all individuals, communities, cities and states. The trouble with newspaper publishers is that they do not fully understand and appreciate these facts and second when understanding, that they do not properly and persistently urge them upon those who are in need of service, of newspaper advertising and promotion, both for the good of the enterprise or business, in hand, and the indirect but no less substantial benefit of the people whose support or patronage is needed. Even in the World War advertising has been found Britain's most important ally. Her new, great, Kitchener Army, has been principally raised and the big war loan placed through advertising.

* * *

The Nashville, Tenn., Banner clearly establishes, in a recent editorial, the importance, wisdom and growth of the independent press. The editor truly states that the old types of partisan newspapers or "party organs," have gone out of fashion. The fact is, that a party organ is in no real sense a newspaper any more than a house organ. One exists to exploit a party and its candidates; the other to exploit a business or manufacturing establishment and its goods or manufactures. A newspaper exists to give the news, to tell the truth and the whole truth as to occurrences, all principles and theories of government and all things that touch the lives of the people, their interests, pleasures, undertakings and welfare, not with a view to advance one party, individual, theory or creed beyond another, except as the real interests and the good of all may be helped by unalloyed, unprejudiced truth.

The real editor must state the facts as he finds them and editorially apply those facts as he honestly sees and understands them for the interest and highest good of his readers, without regard to partisan or preconceived views or notions of any kind or character. Truth is mighty and should prevail in the newspaper. With the facts rightly and honestly presented, all that is meritorious will be established as will also be the newspaper's most valuable asset, a character for reliability, unflinching honesty and absolute fairness and impartiality, uninfluenced by either fear or favor, unbribed by place of pelf. All the news, all the time, of all parties, views, men and events that is worth printing and is fit to print for the unprejudiced information and enlightenment of all is the chart of the true, modern newspaper.

In elucidating and enforcing its views, the Banner gives illustrations as to the positions occupied by a few leading papers and states facts as to the independent press:

"A paper like the New York World might be described in a general way as Democratic. Its policies and predilections are all that way, but it is no way constrained to follow the Democratic organization in either the state or City of New York. It always fights Tammany. It also refused to support Mr. Bryan in any of his three campaigns for the presidency.

"The World is, in this respect, a fair type of the average metropolitan paper of today. Such papers are not irresponsible free lances, but they maintain a respectable independence beyond the possibility of machine control.

"Nor do these papers fail to express freely their opinion and to criticise any party measure that may be put forward for office. Their influence is the stronger because what they say is based on honest opinion and is not for an undisguised partison purpose.

"Papers like the New York Tribune and St. Louis Globe-Democrat, still more or less frankly partisan, are an exception to the general rule. It is the policy of the most advanced papers to act entirely outside of party control.

"It is the independent press that has the most influence in moulding opinion and determining events in Amerca. The independent journal is more trusted than a party mouthpiece, and its opinion more valued."

* * *

The Members of the National Editorial Association, who attended the recent convention, are giving excellent and instructive accounts of their journeyings to and on the Pacific Coast, in continued articles running from six to twelve issues, and making the matter extremely interesting and informing to their readers.

By way of change, we publish extracts from several different papers, instead of publishing a special article, and we believe the plan will prove satisfactory to all our readers.

One feature is prominent in all the hundreds of the accounts published and that is the telling of the friends of former days that were met in California and the glad-hand welcomes and personal courtesies extended by the wanderers from distant cities and states, to the editors of their old home newspapers.

We shared, in common with all the others, in these greetings. The Hamline University Alumni Association of Los Angeles, even arranged to hold their annual picnic on June 30th, so that the editor of this paper and his wife, who attended that University fifty years ago in Minnesota, could attend, and clasp the hands of old schoolmates—the boys and girls who after years of active and successful, useful lives had moved to California to enjoy the blessings and joys of a genial climate, amidst orange groves and flowers. For the first time in thirty years, we played hookey and missed two sessions of the N. E. A., in order to attend the basket picnic of the former Hamline students in one of the beautiful parks of the City of Los Angeles. The President of the Association, Wm. A. Wright, noted as one of the most thorough students and the best penman in the old school, had been a college professor, then a pharmacist, land owner and capitalist in Oregon; the Treasurer, Rev. Henry J. Cris, had been a Union soldier, then a Methodist minister in Minnesota. One of the members, Rev. Henry Goodsell, for two score and more years, had served as a pastor and District Superintendent of Methodist Churches in Wisconsin, and had just recently celebrated, with his California friends, his seventy-fifth or Diamond Anniversary, and a fourth member, who graduated in 1895, is now a banker of Long Beach and President of the Chamber of Commerce, and presided at the banquet given to the editors in that city, and won their high esteem and friendship. These must answer as representatives, of the members, some sixty in all. Had we the poetic genius of Dr. Holmes, we would eulogize these—as he did his fellow alumni—in inspiring verse, appealing to the common heart of all who have ever enjoyed the fellowship of student life.

Our purpose here has been only to call attention to this one gratifying feature of the visit to California. The point is that those editors who did not attend missed much more than they could well have anticipated, outside of the splendidly instructive program, and they should never miss attendance in the future.

The lesson to all is of the appeal of old acquaintance and the "days of auld lang syne" in the local pages of the home newspaper. These mentions, in the home newspapers, of the old residents of the distant States, will be read with absorbing interest by tens of thousands in the old homes.

Here is an argument for the "home coming week" edition made prominent in this issue, by notices of special issues of newspapers, that make this a feature, at least, in one carefully prepared and popular number each year. It is one of the sweet, comforting beliefs of religion that in eternity — where, "after ten thousand years we shall have no less years than when we first began,"—we shall meet and know old friends. Why not keep alive and cherish friendships and be in touch with their whereabouts and their lives, however distant—"Or ever the silver cord be loosed or the golden bowl be broken?" There is a sweet pleasure, new knowledge and benefit in this, and it can be best accomplished through the medium of the home newspaper by the "Home Coming Editions."

A CENTENNIAL NUMBER

Ithaca, N. Y., in Cornell University and the State College of Agriculture, and in its numerous manufactures, among which are paper, autophones, traction engines, gas engines and so on, well represents the educational and industrial advances of the past century.

But above all, it possesses a newspaper, The Daily Journal, that has not only given a faithful record of the events and helped the progress of each year of the hundred years, and on August 28th, gave a remarkable review of the past and a still more wonderful portrayal of the present attainments and greatness.

This Centennial Number of fifty-two, seven-column pages, contained a wealth of historical and biographical information and many racy features, with illustrations and well-written articles portraying conditions and changes, from the days of the stage coach to the present era of railroads, trolleys, telegraph and telephones, and, in printing, from the hand to the modern rapid tubular printing press; from hand-setting of type to the modern composing machines.

Frank Garnett, rightly, claims this issue—the largest paper ever published in Ithaca—to be a credit not only to the Journal establishment and to all concerned in the making, but also to Ithaca and Ithacans who, by their support, have made such an issue possible."

A newspaper must, of necessity, represent the enterprise, the thrift and the growth of the city, of its publications or else the lack of these essentials to that most mean—a dwarfed and poverty-stricken press, of which the people are ashamed and forgetting to be ashamed of the cause.

This number of the Journal proves these further assertions of publisher Garnett:

"Such a number as this could be possible only with the complete, up-to-date equipment which the Journal has provided for Ithacans and with the hearty co-operation of a loyal staff whose efforts also deserve grateful acknowledgment.

"A perusal of this issue shows, Ithaca has much to be proud of. No city in the country has greater advantages than ours; none is more beautiful; none has a higher standard of citizenship; none offers more attractions; none has greater possibilities."

Inspired by these parts and by the worthy accomplishments of the desire to issue a paper far above the ordinary "special number, one that would do the city justice, show its development and growth in various ways and awaken anew a feeling of pride and patriotism in Ithaca and its institutions," the publisher—whose example may well be followed by other newspapermakers, in both words and deeds—fittingly rededicates his paper to the welfare of the community and to the work of helping "to make this a world of things as they ought to be."

—"Just as this number surpasses all previous issues, so it shall be the aim of the Journal to make each day a newspaper better in every way than the one preceding, worthy and deserving of the support of all, a paper that is clean, honest, reliable and accurate; a paper that will be at all times a credit to Ithaca and Ithacans, a source of pride to everyone who helps produce it and to everyone who reads it."

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REUNION OF LOCAL CORRESPONDENTS

The Evening Journal of Jamestown, Chautauqua County, New York, by president and editor, F. P. Hall, and associates, is a model and successful newspaper in a city of about 35,000 population, with a combined or aggregate circulation, daily and tri-weekly edition, of 11,500. The editor and publisher believes in and practices the giving of local and neighborhood news, and pays large attention to all local interests. For many years there has been held an annual reunion of the paper's neighborhood correspondents from the various towns of Chautauqua and surrounding counties. The occasion, this year, was made one of the most enjoyable of the many similar reunions.

The Chautauqua Institution joined in the entertainment and helped to make the affair a conspicuous success. The reunion was held at the Chautauqua assembly grounds on August 10th, and the Methodist house, near the amphitheater was placed at the disposal of the correspondents' association, where a business meeting was held, followed by a dinner at the Summer Commons, and then by attendance on a great, popular concert.

Mrs. A. W. Wicks, of Lakewood, presided, assisted by Vice-president, Guy A. Miller. President Beston, of the Chautauqua, delivered an address on the history and work of the Institution and its far-reaching influence. Remarks, in words of thanks and appreciation, were made by President Hall. Officers were elected, resolutions were passed and a social time enjoyed, winding up with attendance upon the evening Chautauqua program. The affair was called by the Journal a family reunion, and congratulations were had over the fact that nature kindly furnished one of the very finest days of the year—a day to be marked down in red letters on every calendar.

How much the Journal considers that it owes to its correspondents was told in an editorial, which may be profitably read and considered by all makers of home newspapers, and all newspapers, that are worth while in this day, are essentially home papers, though they may be printed in Metropolitan cities:

The Journal owes much to its many correspondents, who furnish the news of the day from the various localities they represent; it is their work that has helped to make The Journal an ideal family newspaper, that has helped to make a demand for it in the homes of Chautauquans in every town and village of the county, and by Chautauquans who have gone into the farthermost parts of the country and the world. It has been the aim of the present management of the Journal for more than thirty years to secure the best and most reliable corps of correspondents in its news field of any paper in the Empire State, and we can say today that this aim has been realized—that the news field of western New York and western Pennsylvania is more thoroughly covered through the columns of this newspaper than is any similar section of the country in any other publication.

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THIRTY-SIX YEARS AN EDITOR OF THE SAME PAPER AND STILL LEARNING NOW

Wm. J. Kline, of the Amsterdam, N. Y., Evening Recorder, is one of the country's ablest newspaper makers, who has attained a worthy and substantial success in his publication. He has been an earnest advocate of the best and most practical ideals and has made valuable contributions to the calling of journalism through instructive and interesting addresses before State and National editorial association conventions. On August 20th, he rounded out thirty-six years as editor and publisher of the Recorder and made note of the occasion in an editorial that contains thoughts and considerations that well may be heeded and kept in mind by other newspaper makers everywhere:

Birthday anniversaries are times both for retrospect and for looking into the future.

It was a good deal smaller Amsterdam—a village, not to be a city for some years—in which this paper made its first appearance as a daily. It has grown with the town.

The original publisher is still at the head of the business. He has learned a good many things while issuing a newspaper and he hopes to learn a good many more. When a man begins to think he knows it all, he has pretty nearly outlived his usefulness.

As newspapers go, we do not think we have any reason to be ashamed of The Recorder. It might be better, but the perfect newspaper is a glittering dream only, and will be until the millennium.

Its steady increase in circulation and advertising is good evidence that our patrons are satisfied.

It is not for us to say how good a paper it is. We leave that to others, thankful for words of praise and willing to listen to just criticism.

We think we can say truthfully, that The Recorder stands for the best interests of Amsterdam. It is ready, in all proper ways, to do what it can to help the city.

We endeavor to publish a newsy paper, and a clean one.

Whenever we need a fresh point of view, we hope that we shall get it. The Recorder preserves an open mind.

Thirty-six years is not a great age for a man, by any means, but he who reaches it has less of the exuberance of youth; his mind has begun to mellow; he is more tolerant; he sees things more in their right proportions than in earlier days.

This is likewise true of newspapers.

In coming years, The Recorder should be of greater service to the community than in those which are past.

May we continue to give the people of Amsterdam and vicinity "All the news that's fit to print," and to champion the right as we see it, hoping that we may be given the vision that is in no way warped or obscured in its judgment of things and of men.

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Fall Fair Issue

Nothing is more important to the American newspaper, not even the news, than is the promotion of all that may tend to build up the community, city or state served and all the people therein. The giving of the news, even, should ever be with the view to useful service. The Bee, of Auburn, Ind., published on September 1st, a First Annual De Kalb County Free Fall Fair and Industrial Edition," of thirty-six pages, in five sections, with an issue of six thousand copies, in a city of four thousand population. The number speaks well, in appearance and contents, of the public spirit and enterprise of the publisher, as well as of his office force and equipment, and the many columns and pages of local advertising tell of the enterprise and liberality of home business men. The first page has an appropriate fruit and vegetable border. The spirit and gospel of boosting and "let every one help," pervades the paper's pages.

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THE NEWSPAPER.

Born of the deep daily need of a nation—I am the voice of NOW. The incarnate spirit of the TIMES. Monarch of things that ARE.

My "cold type" burns with the fire-blood of human action. I am fed by arteries of wire that girdle the world. I drink from the cup of every living joy and sorrow. I sleep not—rest not. I know not night, nor day, nor season. I know no death, yet I am born again with every morn—with every noon—with every twilight. I leap into fresh being every new world's event.

Those who created me cease to be. Yet I live on and on. My responsibility is infinite. I speak and the world stops to listen. I say the word and battle flames the horizon. I counsel peace and the war-lords obey.

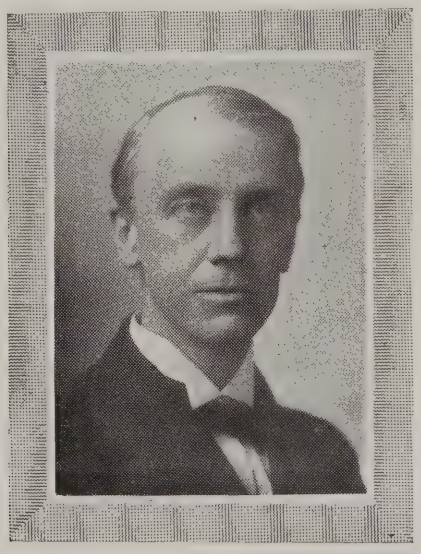
I am the hands of the clock of Time—the clarion voice of civilization.

I am the newspaper.—Joseph H. Finn, before the ad men's convention in Chicago.

THE INTERNATIONAL PRESS CONGRESS PERMANENTLY ORGANIZED

Dean Walter Williams Elected President—Next Meeting at Sydney, New South Wales, Australia

The adoption of a Constitution and By-Laws, and the election of officers, by the delegates present from twenty-nine separate nations and forty-five States of the Union, present at the Convention in San Francisco, makes permanent, and places first among the press organizations of the world, "The International Press Congress," that ought, in the coming years, to exercise a powerful influence for



WALTER WILLIAMS

good on the world press and, indirectly, but not the less effectively, on all the peoples of the earth, that are coming, more and more, to be informed, encouraged, influenced and inspired by worthy newspapers with broadening views.

Patriotism has been justly praised and magnified in the past, but, in this age of intercommunication, of commerce, invention, all including man and mutual dependence, and interdependence, it has been shown, that less, than at any other time in the world's history—unless it might have been before the confusion of tongues at the building of the Tower of Babel—can any nation live alone; all and each are mutually dependent one upon the others. Broad, world-embracing philanthropy is more important than a narrow patriotism, that cannot look beyond one's own country "right or wrong."

A congress of the newspapers of all the world ought eventually to act as a powerful agency in bringing a better understanding among the nations and ultimate world peace.

For This Purpose was He Raised Up

To our view, wisdom was shown in electing Dean Walter Williams President of the Congress. When first named, he modestly demurred to the placing of the burden and honor upon him, urging that someone in large newspaper work and activities, connected with or engaged in the editing, directing or publishing of some great newspaper, should be chosen. However, all recognized his peculiar preparation and fitness for the position—his education and experience in his own State Press Association as President when only twenty-three years of age; as President of the National Editorial Association of the United States at the age of thirty; as organizer and conductor of the World's Press Congress at St. Louis, having visited in the preliminary work newspaper offices in all parts of the world, and again as director of the Congress this year. No other man in the world has made himself so directly acquainted with the newspaper press of all lands, and no other man has given the newspaper calling, greater or more careful study; no other man is so widely and closely acquainted with newspaper makers. He commenced the work of printing and newspaper making at fifteen years of age; he was an editor at nineteen and remained in the work—getting valuable experience in conducting one of the most model interior weeklies, and then daily publications of many of the smaller cities—until he became Dean of the School of Journalism of the University of Missouri. His position has given him inspiration and afforded opportunity for still broader and closer study, and his knowledge has been put to the test in the newspaper laboratory of the School, urged on by the bright, ambitious, inquiring, critical students seeking accurately and practically, fully to understand and to put in actual practice, each day, the knowledge received. No other man was ever so surely trained and raised up for a special purpose and work than has been Dean Walter Williams to fill the position of President of the International Press Congress.

The San Francisco Chronicle of July 11th, gave the following as to the closing session of the Congress in that city:

Delegates to the International Press Congress, which has been in session at the exposition during the week, decided at yesterday morning's final session to make the

congress a permanent organization, with the next place of assemblage Sydney, New South Wales, Australia, in 1918.

Officers were also elected and a constitution adopted setting forth the aims and purposes of the Congress. Walter Williams, dean of the school of journalism of the University of Missouri, who has acted as director of the session just closed, was honored by election to the presidency of the permanent organization.

Enthusiasm is Shown.

Williams, the mention of whose name was the signal for the great enthusiasm among the delegates, demurred when the proposal was made to elect him the president, suggesting that one more actively associated with world journalism be chosen. In place of himself, he suggested Sir James Fairfax, publisher of the Sydney Morning Herald. The delegates effected a compromise by insisting upon Williams accepting the office and by voicing it as their united wish that Sir James Fairfax be named by the executive committee as honorary president of the next session in Sydney.

Other officers were elected as follows: A. R. Ford of Ottawa, Canada, secretary-treasurer, and Virgilio Rodriguez Beteta of Guatemala, J. W. Niesigh of Australia, Robert Bell of New Zealand, K. Sugimura of Japan and H. Schoop of Switzerland, executive committee. Two vice-presidents from each of the countries affiliated with the Congress are to be named by the executive committee.

Work is Summed Up.

President Williams, in a summing up of the work of the Congress, said that registrations of delegates up to yesterday morning included representatives from twenty-eight nations outside the United States, from forty-five states of the Union and from Alaska, Hawaii, the Philippine Islands and the District of Columbia. In his opinion, the congress had been in every way a success.

"It has been," he said, "the largest and most representative assemblage of journalists and newspaper makers it has ever been my privilege to attend."

Li Sum Lung of Peking, China, was one of the speakers of the final session, saying the press is very powerful in China. In proof of this, he made the claim that the revolution was not started by the politicians or by the rebels, but by the press.

How War Affects Press.

Asserting that in Europe since the war the press has assumed an ever-growing importance, Dr. Herman Schoop of Berne, Switzerland, provided one of the features of the final session with his paper on "The Journalism of Continental Europe in Time of War."

"The most striking example of the growth of importance of the press," he said, "has been Italy. The government of that state observed almost for a year strict neutrality, but those that from the beginning read carefully the articles of the leading Italian papers had the impression that this neutrality could not last to the end. Those great papers would not have been able to express themselves in such a way without the consent of their readers."

Dr. Berne also pointed out the censorship difficulties in Europe, telling of one paper in Paris, The Free Man, which had changed its name since the war began to The Man in Chains.

A HOME COMING ISSUE

Childhood Memories Revived

Bulwer Lytton, in his "Coming Race," gave as one of the ideals of his imaginary people, communities limited to five thousand people. Once that number of people was reached, a new village or city was founded for the overflow until the new place reached the prescribed five thousand limit, when another city was commenced.

Modern conditions of manufacturing, trade and transportation have resulted in the building up of great centers of population, running into tens and hundreds of thousands and even into millions. After all, we often feel that Lytton's ideal as to limited community population of not over five thousand inhabitants, affords the greatest promise of comfort, security, and happiness, resulting in fuller and closer acquaintance, friendship and understanding. It is true today, too, that the small city generally has all the physical, social and educational advantages of the larger city.

Automobiles, telephones, free rural mail delivery and other modern developments for rapid transportation, for the transmission of news, light, heat and power, are bringing even the farmers into the enjoyment of all means and forces that contribute to intelligence, efficiency, comfort and pleasure that can be secured anywhere, with the closer, neighborly acquaintance and friendship, and without the separateness and the loveliness of the overcrowded city, where one is likely not to know his nearby neighbors or even those living in the same apartment building.

These thoughts have been brought to mind by reading "the home-coming issue" of the excellent weekly home paper at London Mills, Ill., and called by the same name as that of the great daily of England, some times called "The Thunderer"—The London Times. This American London Times is published in a village that is accredited with a population of 550 in Fulton County, Ill., the County, by the way in which the editor of this paper was born, seventy-two years and more ago, and it is dearer on that account.

The population of the County is now 49,000, four times greater than seventy-two years ago, but evenly distributed, with no city of over five thousand inhabitants, as far as our information goes, but the changes have been marvelous. The Spinning Wheel and hand looms were then found in the home and there were no factories, no railroads, street cars, telegraphs, telephones, steam-mills, gas or electric lights,

threshing machines, reapers, self-binders, or local newspapers, as known today. The first newspaper in the County was the Canton Register established in 1849, now conducted by C. E. Snively, a grandson of an old-time merchant in Cuba, at that time called Center Ville, twelve miles from Canton, then having a population of three or four hundred.

Hundreds of boyhood memories come trooping to mind. But how great the changes. This London Times, before us, as we write, reflects all the new conditions. It has a brightness, completeness, largeness, and a progressive spirit in keeping with these days of steam, electricity, perfected mail service, rapid transportation, automobiles, telephones, aeroplanes and wireless telegraphy and power-printing presses. At the same time the old home spirit is reflected from the well printed pages.

It shows that life in the old and newer Fulton County, has been found sweet and has yielded all that is most precious, endearing and worth while. The issue contains sixteen full seven-column pages; is well gotten up, finely printed on clear white stock, with abundance of half-tone illustrations of local scenery of the park, of schools, residences, churches, business buildings, besides a gratifyingly liberal amount of well displayed advertising.

The village has a mayor, Frank Hoxworth, and the paper publishes his words of greeting: "to the people of London Mills and to those in near and distant lands, cities and hamlets; to old friends and strangers within our village" with the wish "that our annual home-coming may be a day of joy and happiness in which you and I may have the pleasure of making new acquaintances, and grasp the hands of old and true friends of bygone days, to feel the thrill of youthful blood in our veins, to realize and to know that life is full of joy and happiness amid the most hospitable people on earth." The village also has a Park Association of which Gertrude Gray Fullmer is President, who has her say to "Old Friends," which serves to revive old memories:

"Old Friends, we welcome you back to the old place that you cannot forget because of the pleasant associations that it holds for you.

You will meet the friends of other days and grow young again recalling the things you used to do.

The poet tells us that 'He who remembers his youth never grows old.'

No where can you do this better than at our Home Coming in old London.

Even our children are planning to make the day a happy one for you, and you won't disappoint the children, will you?

Gertrude Gray Fullmer,
President Park Association.

We remember a gentleman, Berry by name, millwright by trade, and an Englishman by birth, who lived in Cuba, Illinois, and who in 1854 was planning to build a flour mill on Spoon River in Fulton County. He had two daughters, for the elder of whom, a classmate, we had a schoolboy affection. The younger daughter, Blanch Berry, was the schoolgirl sweetheart of John Gray, and now we are wondering if Mr. Berry founded the town of London Mills, and if his second daughter married John Gray, and if Miss Gertrude Gray Fullmer is a granddaughter of Mr. and Mrs. John Gray. If so, we extend congratulations and hope that her grandparents and her grand-aunt, on her grandmother's side, is still living, and are well and happy. Many things happen in sixty-one years, but memories of childhood grow brighter and dearer with the passing of time.

However, we set out only to review the special issue of a worthy newspaper. One of the striking and interesting features of which is the department of "Letters From Far Away Subscribers"—old residents now having their homes in different States: California, Idaho, Wyoming, Montana, Minnesota, Missouri, Tennessee, Kansas, South Dakota, Oregon, Oklahoma and Colorado.

These letters are highly informing, well and interestingly written, full of facts as to the homes in the distant States and appealing in thoughts in reference to the old home and former Home-Coming occasions.

Whoever has traveled through Western States and met old friends and schoolmates, well realizes how dear to wanderers are the homes of their childhood. With the constant moving of people from one State to another, keeping in memory all the old ties, this cannot help to become other than a homogeneous nation, closely knit together in friendship, interest and understanding. The home-comings and the home newspapers, keeping an intent always alive, must exert an increasingly, beneficial influence, and this is the reason that we have given these home-coming issues of home papers great space. A touch of sentiment aroused for old Fulton County has led us into a more extended article than was at first intended, but then let it go. Every reader of the National Printer-Journalist has memories and attachments for some old home County, and knows how it is.

"Suggestions for Boosters."

Before closing, however, here are some "Suggestions for Boosters of London Mills," collected and published in this issue of the London Times, that are just as good for any other

place and will be good and profitable for all, whether or not, especially interested in the home-coming talk:

Don't be the man who put "sit" in city.

Building good houses builds a good town.

Good roads lead not only to town, but to money.

Be a live one and the town will never be a dead one.

A nice front porch has prevented many an old maid.

Why should the town muzzle dogs and not knockers?

When someone plans to help the town, plan to help the plan.

A good way to make the world better is to begin with the home town.

A town is like a perambulator: it isn't much good unless it is pushed.

Don't spend all your time telling what you could do if you had some time.

Be like a ball player. The thing he is always working for is home.

Be one of the leaders of the town, if you can; but, anyway, keep up.

Let's not be trying to stop something all of the time. Let's start something.

A good town will do more to keep the boys at home than good advice.

A town is like a girl. It is wonderful what a little fixing up will do for her.

Opportunity knocks once at every man's door. Better be at home when the lady calls.

The world owes every man a living, but the street corner is a poor collection agency.

Don't look for soft snaps. The hard snaps are the ones that have the ginger in them.

Don't spend so much time talking war that you haven't time left to talk business.

If you would like to have somebody working for you, put a little money in the bank.

It improves the soup to throw a little pepper into it. Same way with a town.

If you spend all that you earn, some other fellow is banking your money.

Many a young man goes away to seek his fortune, when Fortune is seeking for him at home.

You've got to be a citizen to vote, but you've got to do a good deal more than vote to be a citizen.

If you will consider the men in this town who are well off you will find that most of them made their money here.

The big things were not all done in the big town. The greatest poem in the English language was written in a country churchyard.

There is only one better man than the man who gets behind and pushes, in an effort to improve the town, and that's the man who goes ahead and pulls.

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"HOW TO ADVERTISE PRINTING"

The National Printer-Journalist has for a decade and more of years devoted large space under the department head of "More Work Through Publicity" to the most effective methods of advertising printing. For the most of the time this department has been under the editorship of Mr. Woodworth, one of the most broadly informed men in all departments of printed advertising in the United States, and the department has always proved popular and vastly useful and profitable to those readers who have studied and adopted or applied the suggestions or examples given therein. For a time Mr. Harry M. Bassford had charge of this department and evidently became impressed with its value and possibilities, so much so that he has now prepared a book on "How to Advertise Printing," which has been issued by the Oswald Publishing Company of New York City, who have favored this office with a copy for review. It contains 104 pages, neatly printed and bound in cloth at $1.50 a copy. An examination shows the book to contain many valuable and practical facts and suggestions as well as examples of advertising gathered from the printed advertising of reliable and successful establishments.

The following chapter captions will indicate the scope and practical character of the work.

"Advertising to Sell Printing."
"Newspaper and Magazine Advertising."
"House-Organ Advertising for Printers."
"Advertising for Mail Orders."
"Form Letters for Printers."
"Society Printing and Engraving."
"The Printer's Imprint."
"Advertising Value of the Office."
"Blotters and Novelty Advertising."
"Programs, Billboards and Other Mediums."
"Advertising the Cost System."
"Developing Opportunities."
"Informing the Public."

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IS IT TRUE AND ENTERTAINING?

For graphic statement, tinged with humor, it is doubtful if any American editor excels James Schermerhorn of the Detroit Times. He spoke at the International Press Congress in San Francisco, on "The United Press," and made his remarks instructive as well as entertaining. The following paragraphs, taken from his remarks, define with clearness the object and work of a model modern daily, general news service organization, and what, in broad and acceptably practical sense, is news, while giving a sly and good-natured thrust at other news-gathering associations with the implication that some of them, at least, are more bureaucratic, toadyish or fawning, technical and stilted, and less prompt and efficient:

"The United Press deserves a 'well done,' also, as an indispensable member of the staff of the Detroit Times. It is just that and nothing more; neither wrapped in mystery nor panoplied with austere authority. Daily we turn to it, at the hour of the matutinal assignments and say, 'You take care of all that part and parcel of the universe lying outside the city of Detroit, county of Wayne, and state of Michigan.'

"And it does it just as good as a good reporter would do it. It walks with the crowd and keeps its virtue; talks with kings nor loses the common touch. Carries no volume of rules entitled, 'How to tell news from toadstools and vice versa.' Puts upon every bureau and man afield the responsibility of handling the situation as the vision of the great American reader turning to his evening paper, wirelesses to him, across the shining seas. He is not guyed with traditions nor manacled with bureaucratic definitions of news. He is only to ask himself, 'Is it true, and is it entertaining?' and—the answer being in an affirmative—to make the words fly with the swiftness of the weaver's shuttle."

TRAVELING WITH THE EDITORS—VALUE OF TRAVEL

EXT to American history, American travel is of most value to American newspaper workers, and next to travel is the reading of the travels of others. The National Editorial Association of the United States, in a very important sense, has been a body of travelers each year.

Benefits of the National Editorial Association

The conventions have been greatly useful in educational features by teaching the importance, the obligations, the ethics, the opportunities and all the best methods and the practical underlying principles of the greatest and most broadly useful calling known among men in this age of highest enlightenment. As the editor of this journal had occasion to state in an address before the convention of the Association at St. Augustine, Fla., Jan. 22, 1896:—

"The influence of these conventions has been manifested in the lessons as to newspaper-making learned, in life-long friendships formed, in the increase of practical knowledge, and often even in acts of State legislatures, to the improvement of newspapers in every section of the Union, and bringing better rewards to editors and publishers. A constantly widening benefit has come to millions of people, who have been more efficiently served, better instructed and guided through an abler and more efficient, a more conscientious and earnest newspaper press, conducted by men with broadened views of the whole country and of the high and weighty obligations and privileges of a calling that touches with the wand of sympathy, fact, experience and knowledge, every human interest, to encourage, instruct or build up men, communities, institutions, municipalities, states and the nation."

Journeyings as Told by the Editors

Since then, nineteen conventions have been held, nineteen journeys have been taken traversing all the different sections of the United States and visiting Mexico and Canada. The proceedings of the conventions and accounts of the increasingly instructive travels by the editors each year have been given in the pages of the National Printer-Journalist. This year a beautiful narration has been given of the proceedings of the convention and it only remains, with a view of completeness, to tell the story and incidents of travel. It was the sixth time that the editor of this paper had taken and told the stories of journeyings to the Pacific Coast. Here it has been decided for this time to quote from other publications. The members of the Association have ever wisely and faithfully given their readers, who are very deeply interested, the benefit of their observations and experiences.

The Start.

An article by the Jeannette, Pa., Dispatch, that headed its story, "The Gem of Glory—the Pacific as Seen by a Member of the Editorial Party."

"The Year of Glory on the Pacific Coast," heralded so persistently and faithfully by the loyal boosters of this portion of our fair land is now being realized—they say—in even greater measure than they had dared to hope.

The earthquake of 1906 robbed San Francisco of 350 millions of dollars; the economic loss to the state was equal to this sum and even greater. Scarcely recovered from this calamity three years later, two California cities announced that they would build great expositions in honor of the completion of the Panama Canal.

The whole world was invited to attend these expositions and in anticipation of the acceptance, many millions were expended for the entertainment. Then came the greatest of wars—half the civilized world engaged in a terrible conflict. Sister states turned to California wondering if the exposition projects would proceed, and California answered that it would. The Golden State is now showing to visitors from all parts of the world, two expositions, each of which is a monument to the spirit, the grit and the genius of the West, and to which the entire nation may point with pride.

The National Editorial Association was one of over 800 organizations especially invited to be guests of the Expositions. The convention of the Association was held in Los Angeles, June 28 to July 2, and the visit to the Expositions followed. Newspaper men east of the Mississippi, gathered at Chicago, June 23, or a few days earlier, and spent the time sightseeing in that busy city. The Editorial Special left the Dearborn station at 9 o'clock the evening of July 23 over the main line of the Atchison, Topeka & Santa Fe railroad, whose route to the coast carries one through the land of mystery, romance and wonder—the great Southwest.

At Kansas City, the second section of the Editorial Special was made up, its passengers being from the Middle West. Other members were taken aboard at Denver and Albuquerque, making the total number about 425 men and women. A short stop was made at Topeka, Kansas, where autos were waiting to convey the visitors to the Commercial Club. Here luncheon was served after which an hour's sight-seeing trip about the city afforded an opportunity to obtain some idea of the extent of the town, its business and residence sections, the size and number of its educational institutions, etc. The charm of its residence sections, with the home-like residences, broad lawns, wide streets—delightfully shaded and very clean—appealed to every lover of home comforts. The city has a population of 50,000 and is still growing. It possesses natural advantages which make it an ideal location for many lines of industry, and it already possesses some 225 manufacturing plants. It has no saloons—Kansas being dry—and expresses a decided preference for high standards of living. Beautiful homes, parks and streets—fine schools and churches alone do not make a "City Beautiful," say the Topekans. "It is necessary that men and women be well and happily employed and where you find a well employed, sober, industrious, intelligent population, added to aesthetic

beauty, then you have the 'City Beautiful,' which Topeka claims to be."

For a most delightful ride about the city, the Jeannette party is indebted to R. F. Howard, who was introduced to us as one of the honored and influential men of the city, therefore we did not doubt him when in the course of our sight-seeing, he pointed out a live oak tree, perfect in symmetry and of giant proportions adorning the capital grounds, the tree having grown he said, from a stake driven in the ground to mark the location of the capital building.

AT TOPEKA.

In Part, as told by the Topeka Daily Capital

Upon the arrival of the first group of editors, automobiles were at the station to take them directly to the Commercial Club for a buffet luncheon. The machines then returned to the depot to take the second trainload of editors on an automobile trip until 1:15 o'clock; thence the party going to the Commercial Club for the luncheon, the first editors taking the sight-seeing trip. Both specials left for the west at 2 and 2:30 o'clock.

Commercial Club Program.

Charles S. Elliott, president of the Commercial Club, who was master of ceremonies at the luncheons served the visitors—in two sections—stated that the best way that he knew of expressing the feeling of the Topeka business men was to read the inscription on a huge banner stretched along the side of the wall: "Hully Gee, But we're glad you are here."

"I want to say," said President Elliott, "that our hearts beat just as true as though we were in our new marble hall which we expect to have within three years."

The speaker enumerated features of interest in Topeka. He told of the model railroad shops, the cleanest packing house, the largest creamery, the largest poultry establishment, the publishing houses with their even "fifty-seven varieties" of publications, and the evening paper which he said "is the brightest, spiciest, and probably most profitable evening publication in a town of our size."

President Elliott closed by asking Mr. MacLennan to welcome the guests.

Frank P. MacLennan, in extending a welcome to the editors, said:

"We are glad you honored Topeka with a stop-over on your way to the coast. If your stay had been longer, it goes without saying that our welcome would have been stronger. As it is, we feel sure that two hours in Topeka will prove more enjoyable than as many days in some other places.

"You are in what we admit is the garden spot of the world. Kansas not only blossoms as a rose but bulges like the well filled coffers of her banks.

"You know the story which our press and publicity agents have given you for free reading notices: that Kansas raised last year twice as much wheat as any other state in the union, and we got almost twice as many cents per bushel for it as we usually secure. This is one of the states of the union where the high cost of living does not terrify. It is one of those things which, along with our abundant crops, has enabled most of our farmers to buy automobiles and the rest of them to purchase Fords.

"You come to a state which honors newspaper men and is honored by them.

"Kansas has more editors holding public office and fewer in the jails and prisons than any other state in the union. If the crying demand for newspaper men to enlist in the ranks of statesmen continues, it is altogether likely that the state will have fewer editors in the newspaper offices than any other state in the union.

"In proof of which I want to remind you, my friend and contemporary, Arthur Capper, is now governor of the state and is not working very much just now at the job of printing. I am sure that he greatly regrets he was unable to welcome you here today, but a long-ago promise took him out of town today. Lieutenant-Governor Morgan is the editor of the Hutchinson News. The treasurer of the state, Earl Akers, runs the Stafford County Republican. The auditor of state is the the editor of the Dodge City Globe. Charles Sessions, a well known newspaper man, recently gave up the office of secretary of state to become the private secretary of the governor. Former Governor Hoch, of the Marion Record, is a member of the board of control. Tom McNeal, of the Mail and Breeze, is on the textbook commission. Jay House, mayor of Topeka, is one of the editors of the Topeka Capital. Topeka's chief of police, Harvey Parsons, was recently a reporter. The present sheriff of this county was city editor of the State Journal until he was summoned to office. But your limited time here will not permit me to extend this list.

"I am citing these facts for the purpose of your enlightenment and, if in your own communities the people are not doing so well by you as they are in Kansas, go to it and find out the reason why.

"I have been selected, as you may have observed, as one of the few editors in Topeka and Kansas not held in captivity by, or holding, a public office, but still selling newspapers at the same old corner.

"Topeka newspapers have good homes. The Topeka Capital has one of the finest buildings and plants in the country and the State Journal has a plant and building equipped for the prompt production of a daily newspaper. I am sure that if any of you desire to visit the newspaper offices in your brief stay here, instead of taking an automobile ride, or, if you have time, to do both both, you will be welcomed by the Capital and the State Journal at their respective buildings two blocks away.

"We all trust that your entire journey will be one of pleasure and profit."

C. W. Price, formerly of Topeka, was asked to respond to the welcomes.

Charlie Price Talks.

"The cordial and generous greeting is appreciated on our pilgrimage to the west," said Charles W. Price, publisher of the Electrical Review of New York. "As your chairman has said, I was once a proud resident of this city. I captured my wife here and one of my daughters who is with me on this trip was born here."

In speaking before the second section of the Commercial Club luncheon, L. J. Rountree of Georgetown, Texas, vice-president of the National Editorial Association, said: "When I was a boy I didn't believe anything but drought, sunflowers and grasshoppers would be possible in Kansas. I am impressed with the greatness of your civilization. The greatest crop any state can produce is its citizens. Kansas is a great state and I am glad to be here. I want to express the appreciation of the members of our party for the courtesy extended by the Kansas people."

Tom McNeal gave one of his characteristically humorous talks. He illustrated the greatness of Kansas

agriculturally by telling them a number of good stories.

"We are delighted to have you with us," he said. "We are sorry to have you leave so soon, and we have many things we believe you would be interested in seeing. We don't boast about our state (laughter). It keeps us busy trying to keep up with the truth."

Visitors Are Pleased

George Schlosser, secretary of the National Editorial Association, who was with the second division, was delighted with the progress that has been made in Topeka in twenty years. Schlosser, who lives in Sioux Falls, South Dakota, attended a convention in Topeka twenty years ago. "There has been a wonderful change in twenty years," he said in speaking to a State Journal reporter. It is a fine city with an air of general prosperity. I like your broad streets."

W. P. Nisbett, editor of the Michigan Bulletin, published at Big Rapids, was pleased with the capital city. He stated that the combination of the western travel and the adverse weather conditions has been hard on the summer resort business in Michigan this summer.

The automobile trips over the city were made on schedule time. There were plenty of cars to accommodate the visitors.

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ON THE WAY AGAIN.

(From the Jeannette, Pa., Dispatch)

A four hours' ride by train during the afternoon brought us to Newton, where the evening meal was eaten at a "Harvey" restaurant, the quality of the viands being one of the features which makes traveling along the route of the Santa Fe a pleasure.

When night enveloped the earth, the Editorial Special was speeding towards Western Kansas. From Central Missouri in the morning and throughout the day, a beautiful fertile country stretched away on either side of the train. The destructive effect upon growing crops of a flood in the Missouri River valley was apparent throughout the morning; wheat and corn fields were covered with varying depths of water and in many cases, farmers had to leave their homes and were camping on higher ground. The rainfall throughout the middle west has been unusual this year, and the damage to crops has been great. Nevertheless, we are assured that the United States will harvest a record crop this year.

Morning found us nearing La Junta where we left the main line of the Santa Fe, continuing over a branch line to Denver. It was late breakfast time when we passed through Pueblo, the Pittsburgh of the West, with our breakfast still nearly a hundred miles away. Even the spectacle of Pikes Peak, glimmering in the morning sunshine, was not sufficient to make us quite forget the "morning coffee" we did not have. Our train was more than two hours late when we arrived at Colorado Springs, where its hospitable Chamber of Commerce had breakfast waiting for us at Stratton Park, a beautiful little natural pleasure resort just outside the city, at the foot of the mountains. Breakfast finished, the party boarded cars and were carried through the city and out to the Union Printers' Home, one mile distant from the city.

This home was built and is maintained by the International Typographical Union of North America, and is open to all union printers who, on account of invalidism or age, are unable to work. A tuberculosis sanatorium in connection with the Home, cares for sufferers from this disease. The Home was dedicated in 1892, nearly thirty years after the idea of some such an asylum for printers was first suggested.

The Home site overlooks the city of Colorado Springs and the surrounding plains. There is a view of the Rocky Mountains from Castle Rock on the north to the Spanish Peaks on the south, a distance of 120 miles. The grounds surrounding the Home are made beautiful with shade trees and flowers, and have spaces devoted to out-door games. The building is of white lava stone with red sandstone trimmings. It contains 125 rooms, large dining rooms, library, reception rooms, etc. The library contains 10,000 volumes of literature, that would be a credit to any institution. The average number of residents during the past year was 158, while a total of 1,558 applicants have been cared for since the opening of the institution. The International Typographical Union assesses its members 10 cents monthly, which supports the Home and other benefactions including a death benefit and old-age pension fund.

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AT DENVER AND GOLDEN—A MOUNTAIN RIDE AND A FISH DINNER

(From the Mapleton, Minn., Enterprise, H. A. Hotaling, Proprietor)

In order that there might not be any loss of time while the Editorial party were in Colorado, the Denver Manufacturers' Association arranged and served dinner on board the cars in the run from Colorado Springs to Denver. The menu was made up entirely of Colorado made goods, and was labeled the "Prosperity Makers' Menu." On reaching Denver, trolley cars were taken to Golden, one of the breathing spots of Colorado's capital city, and from which point high power autos, carrying as many as thirty people, ascended the dizzy heights along the High Drive to an elevation of 7,512 feet. The drive would be considered a dangerous one to a Minnesota automobilist, but the drivers of the Rocky Mountain section go over the roads in the manner depicted in dime novels of their predecessors—the old stage coach drivers. The driveway is extremely narrow in places, and has been chained in, as it were, by having high wrought chains anchored to stone posts along the more precipitous cliffs. On the opposite side of the canyon could be seen Look Out Mountain, while in the distance, Pikes Peak was visible, rearing its head over 14,000 feet heavenward.

Returning from the mountain ride, the party was greeted by the governor of the state, who, as one of the hosts, assisted in serving a trout fry supper, the fish being secured from the state hatchery near by. There are no frills on the governor of Colorado, and few of the party were aware of his identity until the repast was over. An excellent band enlivened the occasion and added to the pleasure of all.

The evening was spent in the City of Denver, which is the center of a large live stock business, the banks in the stock yard district handling $456,000,000 during 1914. It was plain to be seen, however, that the hard times have affected this western metropolis and many empty buildings were noted along the streets. Denver is a good town, nevertheless, and last year spent nearly a million dollars in public improvements. and its post-office receipts totaled $1,372,425.

Tired with the day's sight-seeing our sleepers were sought in the railway yards, and at ten o'clock we were moving to the southwest with Santa Fe as the next point in view * * *

About two o'clock in the afternoon we came to the historic city of Santa Fe and found that our arrival

was not at all unexpected. The business men and other citizens were at the depot to welcome us and make our visit a pleasant one. About two hundred or more "New Mexico Burromobiles" were rounded up about the station and as many of the guests as could be accommodated, both young and old, male and female, availed themselves of the pleasure of a ride over the city in this novel way. Automobiles were provided for the others and led by the mounted marshal and other city officials, the party wended its way through the principal streets of Santa Fe to the El Palacio or Palace of the Governors. Here a reception was given which reminded one of days gone by. The merchants closed their stores, the children were let out of school and the whole populace had gathered in the plaza for the holiday. Spanish girls with baskets of flowers presented the ladies with beautiful bouquets as they dismounted from their burros. Indians in full native costumes, or lack of costume, were there and with their chants and dances added a weird charm to the occasion while within the historic building the ladies of the city, dressed to represent the days of Dons and Donas served refreshing drinks, escorted the visitors through the various rooms of the building and also furnished music and dancing. This historic building was erected in 1606, by a great grandson of Montezuma and was intended for a palace, castle and fortress. It has a history which reads like fiction and has sheltered in turn the rulers under Spanish, Indian, Mexican and American forms of government; also at various times it has contained the dungeons, jail, postoffice and even housed the legislature and supreme court. It is said Lew Wallace wrote parts of "Ben Hur" within its walls when he was governor of New Mexico. Now the building is the property of the state and is designated the Museum of New Mexico. It contains many mural paintings of the cliff dwellers and other pre-historic people's dwellings and also pottery, stone implements and many other things used by these ancient people, and which are being collected for the edification of this and future generations. There are also some Spanish-Mexican churches in Santa Fe of interest to the traveler which some of the party visited. The city claims the distinction of being the center of a "Land of the Sky," its altitude being 6,938 feet. A marker on one of its streets denotes the end of the old Santa Fe trail and just at its outskirts is a large Indian school where the Pueblos are being educated. The population of Santa Fe is 7,000. Although our stay was short and filled with joy stunts, we also had the pleasure of greeting some Minnesota people, among them being Mr. Dorff, a former deputy bank examiner of this state. At the same time it was our pleasure to meet United States Senator Catron who represents New Mexico in the national senate. We felt a personal interest and acquaintance in this grand old gentleman, because of the fact that years ago he secured his wife from Mankato in the person of Miss Julia Walz, one of the most talented ladies we have ever known and whose accomplishments won for her a place in the hearts of the whole community. In her new home, as Mrs. Catron, she endeared herself by her works of kindness and charity and when called by death the whole city joined with the husband in his bereavement.

Leaving Santa Fe, we were soon traveling the same sage brush and cactus plains that we noted on our way into the city and which for years have been considered of not much earthly use. Even cattle men have said it took at least sixty acres of it to raise one steer, but strange to say, whenever water reaches it, the vegetation produced is marvelous. Our destination was Albuquerque, the city of climate, where we were led to believe a sumptuous banquet and delightful entertainment awaited us, but "the best laid plans of mice and men gang aft aglee," and it would be best not to give expression to the thoughts of the five hundred of the editorial party, who followed a band, which happened to be playing near the depot, up to the commercial club rooms where no arrangements had been made and most of the restaurants had closed for the night.

Albuquerque is a city of about 12,000 people, surrounded by or lying at the foot of the Manzano Mountains, and surrounded by several thousand acres of desert, but the government has an irrigation plan under consideration, whereby the waters of the Rio Grande will be brought to their arid region, and then there will be no limitations to its productiveness. Our stay, under the circumstances, was naturally short, and during the night we passed from the land of the turquoise sky into Arizona.

While much of this state is almost an exact counterpart of that section of New Mexico through which we had just been passing, its northern portion lies upon a wide plateau, and is a mountainous, wooded country. The Colorado River crosses the state through this region and it was to the Grand Canyon of this river our trains were hurrying the party on the morning of June 27th. Noon had passed before our destination was reached, but upon our arrival the party immediately passed up the stairs at the station and out to the rim of the plateau. The sight which was spread to view is one which beggars all description. The sky was cloudless and the bright sunlight brought out an array of coloring beyond our imagination. There we stood and gazed spellbound down into the depths below or out across its wide span to the farther side, and as we looked we wondered how such a marvelous panorama of nature's beauty was formed. Could the old majestic river, away down there thousands of feet below us like a ribbon in the sunlight, have claimed this expanse of distance as its river bed in its mad whirling and dashing and plunging to be free and away to the ocean waters, carved this never-to-be-forgotten but indescribable kaleidoscope of nature? As one stands on the brink or walks along the edge, he can look away across the canyon, a distance of twelve to fifteen miles, and from its top down into the depths below, mark with curiosity the variety of color, the walls changing from chalky white to rich cream and buff, then to a delicate red, with patches of green where the slope is covered with scrubby trees of either cedar or pinon pine.

There are also patches of green shaded rock to be found and blue limestone. The general character of the walls is limestone and standstone, interspersed with granite and blue marble. As the gorge extends a distance of over two hundred miles along the river there is much variety. Sometimes the walls rise straight up from the water on either side two hundred feet or more, and again spread out, allowing space for great distances, pillars, and other fantastic shapes upon their sides. Trails can be seen winding down the precarious cliffs, and as we watched, a number of burros could be distinguished slowly winding down the path, so far below that to the naked eye, they appeared like ants.

But as we lingered, reluctant to leave the enchanted region, the afternoon slipped away, and we were forced to turn our backs upon the Grand Canyon's ever changing beauty and journey on to other scenes of interest,

with this dream in our minds, some day to return and follow its numerous trails down to the water's edge.

Morning again found us out upon the desert, the land with its future before it. Reading the names of the stations as we rushed past, the name of Needles was noted and we knew we had passed into the Golden State of California. Next our train came to a stop and we were allowed to step out upon the platform of the depot at Barstow, which is also designated the Castle of the Desert. Here we saw trees and a different character of vegetation from that upon much of the desert land and were informed that a river ran through that section of country, which had water in it about six months of the year.

The intermission was of short duration and again we pushed on to the westward.

It was not until we had reached San Bernardino that we could truly realize that we had reached California, the land

"Twixt the seas and the deserts,
Twixt the wastes and the waves;
Between the sands of buried lands
And ocean's coral caves."

But as soon as our party alighted from the train they were in the hands of the Chambers of Commerce of a cluster of thriving towns, situated in a wonderful fruit-growing country. As for the Hotaling family, their feet had hardly touched the ground ere they were surrounded by a group of familiar faces which they might have met in Mapleton some years previous to the present date. They were Mr. and Mrs. George R. Crane, who used to own the jewelry store in Mapleton, but who is now Judge Crane of Upland, California, and Mrs. J. E. Williams, better known among Minnesota acquaintances as Carrie Peet and whose father owned and operated the Mapleton mill at one time, and her two boys. These good friends came laden with fruits of various kinds, which we were not slow to sample.

Electric cars were awaiting the arrival of the editorial party to convey them to Urbita Springs, a most beautiful park called "the playground of the orange belt," where luncheon was served.

As soon as the eating was over, automobiles were in readiness and the ride began, which recalled the wonders and beauty of a great orange and lemon growing valley.

San Bernardino is a city of 15,000, and is said to have doubled its population in the ten years from 1900 to 1910. It has excellent water from an artesian well, said to be the largest in the world. The roads were excellent, as are most of the roads in California, and we were soon told that we were in Colton, in Rialto, then Fountain, then Bloomington, etc., and all the time we were passing groves of oranges, lemons and grapefruit, and occasionally the chauffeurs would stop long enough for the Easterners to say they had picked an orange right off from the tree. Each town claimed to be the center or hub of this fruit industry and all have the appearance of thrift and prosperity. One remarkable point is the educational advantages they each and all provide for their children. The number of school buildings in each city, their size and modern equipment are almost marvelous, and in almost every building a large public auditorium is provided.

Our drive extended to Riverside, where as a climax, as it were, we were taken to the top of Mount Rubidoux and given the opportunity to look out over the great valley through which we had passed and to take in as a whole the beautiful city we were just about to enter. Mount Rubidoux also has historic memories and sacred rites connected with it. A cross has been erected upon the top of the mountain in memory of Father Junipere Serra, the founder of most of the California missions among the Indians, and on every Easter morning thousands of people journey to its summit to take part in the services held thereon.

On descending from the mountain, the editorial party was taken to Glenwood Mission Inn, or, as it is often called, "the Inn of the Bells." Time was short and only a passing glimpse could be had of its artistic features and a momentary enjoyment of its melodious pipe organ. Riverside has 20,000 people and is a home city with many churches and schools. Among the latter is the Sherman Indian School.

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AT PASADENA.

(From Pasadena Star, July 2nd)

More than 500 people enjoyed the alfresco luncheon served at noon today at Hotel Green, the affair being Pasadena's greeting to the members of the National Editorial Association, now in session at Los Angeles. Editors for once were showered upon Pasadena from all quarters, some coming in by the Colorado street bridge, some by Devils Gate and some by other routes.

The Pasadena Board of Trade had the affair in charge and it is due to the efforts of the board that such a good impression was made for Pasadena upon these notable guests. President F. E. Wilcox of the Board of Trade met the party at Devils Gate and piloted the first division about the Foothill boulevard, Oak Knoll, the Busch gardens and then to Hotel Green. He was accompanied by members of the board. Another pilot car was furnished by T. P. Lukens and a third by H. J. Sears.

There were five large sightseeing touring cars in the procession as well as some seventy-six privately owned machines, and every visitor was given a ride which it would be hard to duplicate anywhere.

Hotel Green had outdone itself in its efforts to make the alfresco luncheon a delightful one. The tables were set in the shelter of the central building on the south park. Here, beneath the palms the editors were served a dainty luncheon, the waitresses wearing hats made out of copies of the two Pasadena daily papers and aprons of the same material, while even the paper napkins were printed especially for the occasion with appropriate greeting for the editors.

An impromptu rostrum was arranged under a large palm, and from that vantage point President F. E. Wilcox of the Board of Trade gracefully introduced Chairman A. L. Hamilton of the City Commission, who extended a welcome to the visitors on behalf of the city. Mr. Hamilton expressed the hope that the guests of the occasion had been given a glimpse of the city which they could take away with them as a taste of the good things which a longer stay would reveal.

"I cannot tender you a golden key to Pasadena," said he, "because the walls about the city were long ago leveled to such guests as you."

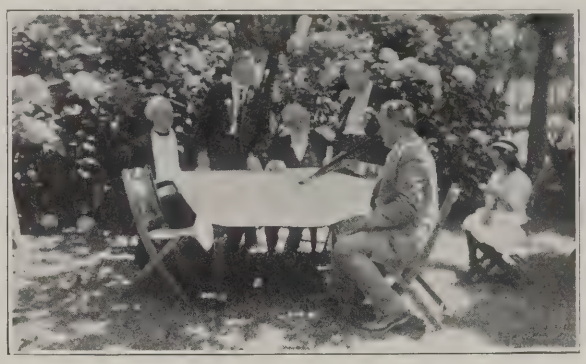
W. L. Blair of The Star, speaking for the newspaper men of Pasadena, assured the guests that they should feel at home in California.

"The ladies of your party should feel at home," he said, "for every editor's wife is a brave woman, and California, besides being the land of fair women and brave men is the land of brave women and fair men. The men are fair in that they have handed the ballot to the women, and the women are brave in that they have

accepted it. The men of your party also should feel at home because California has been somewhat spitefully termed the land of the perpetual boost, and every editor, whether in California or Iowa, is ex-officio a booster."

Geo. E. Hosmer of Denver, president of the National Editorial Association, responded in behalf of the visitors. He assured his hosts that no event in the western pilgrimage of the editors would stand out as a brighter spot in their memories than that which was then in progress in the beautiful garden selected for their reception to Pasadena.

The two H. C. Hotalings, no relation, meeting for first time at Pasadena. Both bank presidents, one a publisher, the other a merchant.



Officers, past and present, with B. B. Herbert, founder of the Association.

William L. Blair of the Pasadena Star, welcoming visitors on behalf of Pasadena Press.

One of the alfresco luncheon tables with waitresses attired in newspaper hats and aprons.

During the luncheon the Pathe Weekly was busy taking pictures of features of interest. Pictures were made during the talking and also of the alfresco service, while at the close of the luncheon a group consisting of President George E. Hosmer, George Schlosser of Sioux Falls, S. D., secretary; W. R. Hodges of Sleepy Eye, Minn., treasurer; Lee Rountree of Georgetown, Texas, probable next president; B. B. Herbert, editor of the National Printer-Journalist and founder of the Association, was taken, with President Hosmer writing copy with a fountain pen three feet long.

After the luncheon the party returned to Los Angeles in the cars used for the trip over, and this afternoon the editors are on their way to San Diego for a visit at that Exposition.

AT LONG BEACH.

By Chas. C. Cutchshaw in the Long Beach Daily Press.

They came, they saw and—were conquered. Meaning the editors. It occurred yesterday evening. The place was Bixby Park, the occasion, the entertainment of the National Editorial Association.

Caesarian Paraphrase

To explain the Caesarian paraphrase, they came from the uttermost parts of Uncle Sam's justly celebrated domain. From blue-blooded New England, sedate and Quakerish Pennsylvania, from New York, the land of the Van Twillers and the Knickerbockers, from Ohio, where presidents and good newspapermen are indigenous to the soil; from the broad sweep of the middle prairies, from Chicago and Texas and Omaha, and—well from almost everywhere east of the Rockies; and when they got to Long Beach and sat down at the flower-decked and food-laden tables prepared for them by the Women's City Club, they tossed the aforementioned Julian quotation overboard and surrendered, horse, foot and dragoons to the charms and the hospitality of the city by which they were entertained.

Occasion Perfect—Almost.

And there was good reason. For there were an ideally perfect picnic dinner, the charm of the California out-of-doors and the added charm of a California welcome; the fraternity that exists nowhere else than among the knights of the quill—meaning the typewriter—and the gladsome knowledge that at last they had reached the most alluring of all the alluring spots of their long journey from the land 'back yonder.'

"It's splendid, gorgeous, charming," said one woman, an editor—she banned editress promptly and decisively; and that sentiment was echoed by every one within the sound of her voice.

It's a pleasant thing to write about these people—their good will, their kindness, their courtesy and their appreciation. But there are other things to be mentioned. The reception at the P. E. station by Chamber

of Commerce officials and representatives and by representatives of all the Long Beach newspapers; the automobile through a part of the city, whose show places brought exclamations of delight and wonder, the gracious welcome of the Women's City Club reception committee, the splendid manner in which the Club carried out the social feature of the event and the speeches that marked the last hour or so of that event.

P. E. Efficiency.

Much of the success of the local sightseeing trip was due to the courtesy and efficiency of the Pacific Electric officials and particularly to C. D. Beauchamp, local train master. Under Beauchamp's direction cars were provided to take the editorial sightseers through the harbor district, the supply of automobiles being found inadequate for this purpose.

And as to the social features, they could not have been perfect, of course, without the assistance of the Long Beach municipal band, whose splendidly rendered musical selections added the final touch to a social ensemble that was already a marvelous success.

It is also to be recorded that the management of the Hotel Virginia threw open the doors of that magnificent hostelry to the visitors. Added to this was the courtesy of the Long Beach Amusement Company in giving the freedom of the bath house to the city's guests.

Speeches at the Picnic Dinner in the Park.

The speeches were of the kind and quality to have been expected. That is to say, they were terse, forceful, instructive and in perfect taste. Wm. H. Wallace, president of the Chamber of Commerce, which body had the affair in its competent charge, presided gracefully and graciously as toastmaster. His introductions of the various speakers were happy and pleasing. Yielding to an insistent demand, Mrs. King, president of the Women's City Club, spoke briefly, pointedly and in a manner to bring a spontaneous burst of applause from her auditors. Also, David B. Livingstone, the Chamber of Commerce secretary, in his address to the scribes discounted anything he ever did in his palmiest pulpit days.

Fine Compliment.

A fine compliment was paid Livingstone when half a dozen editors from as many states surrounded The Press representative and demanded to know if the secretary hadn't once been a newspaper man.

And right here is a good place to record the fact that C. H. Randall, this district's congressional representative, made a telling speech. He talked "shop," naturally, since he is one of the elect, as well as one of the elected; recalled the old days when the Washington hand press was at the zenith of its glory and said that when his political career is ended he expects to go back to his Highland Park paper.

Brief addresses also were delivered by several of the visitors: By J. H. Hosmer, of Denver, the national Association's president; by Colonel Rountree, of Texas, vice-president; by George Schlosser, of Sioux Falls, Secretary, and by B. B. Herbert, otherwise "Daddy" Herbert, where he is best known, which is in Chicago, where he has long been doing editorial work.

These men—the editors—all spoke in high praise of the profession to which they belong. They spoke as learners, as men who are earnestly and honestly trying for better things. They lauded California, its splendid scenery, its unmatchable climate, the open hospitality of its people, and they spoke of the daily contributions their various localities are making to its population.

Newspaper Ideals.

There is one thing about the speech of the newspaper man—sooner or later he is certain to talk about his ideals. And so it was with those men. Characteristically, they said little of what they had done. Rather they spoke of what they hoped to do. Herbert, in particular, spoke of the higher ideal of the newspaper, of its better conscience, of its influence on the side of cleaner politics and better government. He said the news columns and the advertising columns have a better tone than formerly; and he called the attention to the fact that on the occasion of the recent convention of the National Association of Advertisers, held in Chicago, fifty representatives of the Association accepted invitations to preach from the pulpits of fifty Chicago churches on Sunday. "Twenty years ago such a thing could hardly have occurred," the speaker said.

AT OAKLAND.

From Oakland Enquirer, July 9th.

With the Chamber of Commerce-Commercial Club officials as hosts, 300 members of the National Editorial Association and their families were Oakland's official guests today. Arriving this morning, they held a brief session in the Municipal Auditorium, following which they were guests at luncheon at the Hotel Oakland, and this afternoon they saw Oakland and Berkeley from the hills on an auto trip, also under the auspices of the Oakland business men.

The delegates arrived this morning to meet first at the Art Gallery in the Auditorium, where Managing Director J. E. Caine of the Chamber of Commerce-Commercial Club, and Secretary Higgins, representing Mayor John L. Davie, welcomed them in the name of Oakland. At the luncheon in the Hotel Oakland, President Metcalf of the commercial organization again welcomed them to the city.

Retiring President George E. Hosmer of Denver opened this morning's session, Higgins being the first speaker.

Mayor Not Present.

"Members of the National Editorial Association," he said, "it is with profound regret that the newly inaugurated mayor of this city is forced to be absent. It is my privilege to be here to welcome you in his place. You are here on a visit—and we appreciate it and heartily welcome you. We are glad to welcome an organization taking so prominent a part in public affairs as yours does. And, to be brief and to the point, Oakland is yours!"

"Of all Chambers of Commerce in the West," said President Hosmer, "the Oakland Chamber of Commerce-Commercial Club is best known, and I take pleasure in introducing Managing Director Joseph E. Caine of that body."

"In my early youth," said Caine, "I broke into the newspaper profession and followed it for many years. I have reformed now and am leading a better life—but the love of the profession is with me still, and on this account I am doubly glad to welcome this organization to Oakland. We have planned a luncheon and an auto ride, that you may meet our citizens and see our city, and tomorrow you shall see the whole bay region on your bay trip. We are proud to show you our city.

"You will see Berkeley and the Greek theater this afternoon. Entering Berkeley you will see a sign post, 'Berkeley city limits. Speed, ten miles an hour.' Coming back you will see another post. It says, 'Oakland,

Slow down to twenty miles.' So, remember, no matter what you do in Berkeley, you've got to slow down to twice the speed here!"

Seen Our Activities.

"I wish to say on behalf of the Association," said H. P. Hotaling of Minnesota, "that we are very glad to be in Oakland and meet Oakland's people. We have seen your activities and will carry away with us the best of feelings."

A resolution presented by the resolutions committee was then passed, as follows:

"Resolved, That the members of this Association thank the Secretary of the Navy for his courtesy in turning over to us the battleship Oregon for our trip, and also President Hosmer and the committee and the commercial organizations of Oakland and Berkeley for their entertainment."

Lee J. Rountree of Texas, new president of the Association, then was introduced and took the chair. He omitted any preliminary speech, but at once called for committee reports. Reports on changes in the by-laws, providing for $2 membership dues and convention fees, were passed upon.

J. Higgins of New York spoke on the present trip. "We seem to have struck the river of American hospitality lengthwise," he declared. Mrs. A. Moffett of Indiana expressed her pleasure in the trip, thanking the officers and the local committees for their efforts.

On adjournment of the session the gathering at once proceeded to the hotel, where the local committees were awaiting them.

Secretary J. E. Caine and President Metcalf and the different committees of the club were in attendance. The luncheon was informal and no set addresses were made on account of the plans for the auto trip. This included Berkeley and Oakland and the Highland drive.

Boarding the tug Slocum at 10 o'clock this morning, the visiting editors of the National Editorial Association, who yesterday and today were Oakland's guests, enjoyed one of the most unique trips during their journey West. Touching at every point along the east bay shore where there was a feature to be seen, they cruised about Alcatraz, saw Richmond's harbor and the Mare Island yards and finally stopped at Winedale for luncheon. In the afternoon the trip proceeded further up the bay, and the return was made at a late hour.

The editors yesterday were guests at a luncheon and auto ride and held a session in the Auditorium. Last night a smoker was given for the men of the party, while a group of Oakland women entertained the women of the party. An informal program of speeches and entertainment features was presented under the auspices of the Oakland business men, the affair being held in the grill because the Commercial Club rooms were considered too small to properly accommodate the guests.

Visit Greek Theater.

The auto trip yesterday took in the Highland drive, a visit to the Greek theater in Berkeley, with a stop for refreshments at the Faculty Club on the campus, and several other stops at points of interest.

The session ended yesterday with the meeting in the Oakland Auditorium. Tonight the editors will return to their different homes in the East. Practically every portion of the United States was represented at the big convention.

Prominent Oakland women acted on the committees aiding in entertaining the editors and their wives. Among the committee-women were Miss Mollie F. Conners, Mrs. D. W. Estabrook, Mrs. G. W. Harrison, Mrs. Chas. Leonard Smith, Mrs. Geo. B. Daniels, Mrs. Isaac Requa, Mrs. V. H. Metcalf, Mrs. C. H. King, Mrs. A. C. Posey, Mrs. John Milton Porter, Mrs. C. S. Chamberlain, Mrs. E. W. Owen.

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MEMBERS OF THE NATIONAL COUNCIL OF THE N. E. A., 1915, CHOSEN FROM EACH ASSOCIATION

(Past-Presidents and Officers are Ex-officio Members of the Council)

Arkansas—Arkansas State Press Association—L. D. Freeman, Harrisburg.

New Jersey—New Jersey Press Association—Alex. Moreau, Freehold.

Washington—Washington State Press Association—John A. Swett, Sultan.

Indiana—Republican Editorial Association—Will E. Beeson, Winchester.

Indiana—Northern Indiana Editorial Association—Ross Woodring, Peru.

Indiana—Democratic Editorial Association—Ben F. McKey, Lebanon.

Pennsylvania—Bucks and Montgomery Counties Press League—W. F. Goettler, Souderton.

Alabama—Alabama Press Association—C. W. Thomas, Citronelle.

Alaska—Alaska Editorial Association—Will A. Steel, Cordova.

Colorado—Colorado Press Association—C. F. Wadsworth, Denver.

Connecticut—Connecticut Editorial Association—Geo. C. Woodruff, Litchfield.

Illinois—Illinois Editorial Association—W. L. Black, Elgin.

Iowa—Iowa Press Association—E. E. Taylor, Traer.

Nebraska—Nebraska Press Association—C. E. Nevin, Laurel.

Kansas—Kansas Editorial Association—J. Byron Cain, Belle Plaine.

Louisiana—Louisiana Press Association—H. M. Blaine, Baton Rouge.

Mississippi—Mississippi Press Association—L. P. Cashman, Vicksburg.

Missouri—Missouri Press Association—H. F. Staple, Rockport.

Michigan—Michigan Press Association—W. P. Nisbett, Big Rapids.

Minnesota—Minnesota Editorial Association—H. C. Miller, St. Peter.

Massachusetts—Massachusetts Press Association—L. M. Marshall, Manchester.

New York—New York Editorial Association—F. E. Gannett, Elmira.

North Dakota—North Dakota Press Association—C. H. Crockard, Bismarck.

Oklahoma—Oklahoma Press Association—L. M. Nichols, Bristol.

Ohio—Ohio Press Association—J. H. Simms, East Liverpool.

Pennsylvania—Pennsylvania Press Association—J. H. Zerby, Pottsville.

South Dakota—South Dakota Press Association—W. C. Lusk, Yankton.

Utah—Utah Editorial Association—S. L. Raddon, Park City.

Tennessee—Tennessee Press Association—Edw. Albright, Gallatin.

Wisconsin—Wisconsin Press Association—F. B. Helmer, Clinton.

NATIONAL PHOTO-ENGRAVERS' UNION MEETS AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO—CONVENTION HELD IN OPEN AIR

(From the Editorial Bureau, Panama-Pacific International Exposition, San Francisco, Cal.)

The annual convention of the National Photo-Engravers' Union was opened in the Court of Abundance at the Panama-Pacific International Exposition on Saturday, August 16th. Albert Hoffman, the past-president of the local San Francisco Union, called the convention to order at 2:30 P. M. Before any business was transacted, Exposition Commissioner Charles C. Vogelsang presented the Union with an engrossed testimonial on behalf of the Exposition officials. The testimonial was received for the Union by Mathew I. Woll, of Chicago, the president of the supreme body. He pointed out in his speech that the Exposition not only marked the completion of the Panama Canal but the cementing of firmer and more friendly relations between capital and labor.

CONVENTION IN SESSION IN THE COURT OF ABUNDANCE

He ended his speech by complimenting the officials of the Exposition upon the marvelous beauty of the results they had achieved. Mayor James Rolph, Jr., of San Francisco, welcomed the Union to San Francisco, and Governor Hiram W. Johnson of California pointed out how fitting it was that the meeting of the Union was to be held in the midst of beauties which their work would permanently record. The convention then began to examine the credentials of the delegates.

The accompanying photograph shows the convention in session in the Court of Abundance, in front of the Palaces of Manufactures and Varied Industries. The Fountain of Ages is in the background. The convention, which is the first meeting of a labor union ever to be held in the open air, continued for a week. Succeeding meetings were held in the Civic Auditorium varied by an attractive social program. The convention was inaugurated by an automobile trip around the city for the benefit of the visiting delegates. In the course of the week there were many entertainments, including a lunch given at the Cliff House, one of the features of the convention was a journey to the summit of Mt. Tamalpais. The wives and daughters who accompanied the delegates to the Fair were not forgotten and in addition to the attractions of the Exposition there was a banquet given at the St. Germain Wednesday evening, and an old clothes ball at the German House on Saturday.

Needless to say, Photo-Engravers of the San Francisco Bay district left no stone unturned to welcome their brothers of the East.

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AN EDITOR'S WELCOME TO EDITORS

(From Address of Harlan G. Palmer at Convention of National Editorial Association)

From those who deal with the same problems, who experience similar troubles, who enjoy similar triumphs, from the press of Southern California it is my privilege to bring a greeting of welcome to the members of the National Editorial Association assembled in our great State from the other great States of this great nation.

It is esteemed our exceptional privilege to have you hold this your thirtieth annual convention with us. You have come here for pleasure, entertainment, education and inspiration. We not only hope you will find your visit successful in every one of these respects, but we sincerely believe you will so find it, and we assure you we will do everything within our power to make our hopes and our beliefs materialize in your happiness and your profit.

Power and Influence

Knowing that you represent the greatest political and social power in the nation, knowing that you are the holders of the greatest influence for good or for evil in our country, knowing that good government, clean lives and happy homes are the nation's if you will, or inefficient government, immorality and misery are the heritage of multitudes if you desire, we cannot help but attach unusual importance to this convention to which you have come for inspiration, ideas and knowledge for the improvement of your business.

Few of us there are who have not taken up the work, of which we are so proud, primarily for the purpose of providing an income. As this is the feature which drew us into the business, it is naturally the feature which most vitally concerns us. So I express the hope that from this convention will be gathered by every one of you some knowledge that will enable you without worry, strain or drudgery, to realize suffi-

cient income from your profession and business. I express the hope that the climate of California, the scenery, the pleasures, will so refresh you all, will so strengthen you, that upon your return to your desks the business of bringing satisfactory figures to the right side of the ledger will be easy.

But making money from our papers is not all that any of us desire. Satisfaction to our readers is another of the rewards which we seek as we labor and so I also express to you the hope that you will gain such information on this trip from your convention addresses and discussions, from your visits to the points of interest in our State, from your attendance at the Expositions, that your work upon your return will be doubly appreciated by your readers.

The Inspiring Feature

Yet even to make profits for ourselves and to bring satisfaction to our readers is not all that I see in this work of ours. To me the inspiring—the gripping—part of our calling is the power which it gives and the influence over the thoughts and actions of others which it affords. To this feature of our work we should all attach a greater importance than we do. The success of our government is in our hands. The morals of our people are dependent, to no small degree, upon the kind of literature we provide for them. The happiness of our fellow-citizens rises and falls as we wisely or unwisely make use of our influence in dealing with the questions which confront them. Therefore the most sincere wish—the most heartfelt hope—that I can express at this time is that during your stay in California, from your convention meetings, your excursions and your entertainments you will receive such help as will enable you to better appreciate how much the interests of your readers depend upon your efforts; to better realize how keenly you should watch the reading columns and the advertising columns of your papers that they may be helpful and not injurious; to more wisely direct your consul and your suggestions. The stigma of the unfair, the untruthful and the unscrupulous newspaper now attaches to each of us. Let us place the great majority so strongly in the ranks of fairness, truthfulness and helpfulness that no longer this may be so. May the thirtieth annual convention of the National Editorial Association held in Los Angeles, California, in the Exposition year of 1915, be the beginning of the end of that which is bad in journalism and the beginning of a movement which will place the newspapers of the country in the fore ranks of the forces that are bringing better government, making better citizens and realizing our dreams for human justice and happiness.

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THE LINOTYPE BULLETIN

For each of the twelve months, preceding July, 1915, The Linotype Bulletin was sent out to thirty thousand printers. Though devoted to a particular machine and its use, The Bulletin has reached a high plane of general literary worth. The entertaining and instructive material it has contained has been appreciated and assimilated by printing offices everywhere.

The July number completed the 11th volume, and brought to a close "The Story of Printing Types," as told by Horace Townsend. In the new volume, commencing with the August issue, articles of equal value and appeal, are being published, one series being entitled, "The Tale of the Printing Press."

RESOLUTIONS PASSED AT 30th ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION.

Report of Committee on Resolutions.

To the Members of the National Editorial Association:

Your Committee on Resolutions begs leave to report:

Whereas, The 30th Annual Convention of the National Editorial Association has been the greatest in attendance of any held in recent years, or since the days of reciprocal editorial courtesies extended by the railroads to this Association, and the pleasures and entertainments never have been surpassed; and as the personnel of the party represents almost every state in the Union, having newspaper men present from Maine to California, and from Minnesota to Louisiana, coming into the golden empire of California in three special trains over the Santa Fe line, one from Chicago, one from Kansas City and one from Denver, augmented with large numbers from Washington, Oregon, Montana, Idaho, Utah and Nevada, entering the State of California from the Northern gateways, while the three special trains were crossing the Colorado River near the "Needles," and

Whereas, Those invading the State by the southern gates were taken from the three special trains at San Bernardino to a lovely park, tendered a tempting breakfast, followed with auto trips through the orange groves in our pathway from there to Riverside, where hospitality was again extended at the "Old Mission Inn," which was just a foretaste of what was tendered the Association at Los Angeles, San Diego, Santa Cruz, San Jose and San Francisco, therefore,

Be it Resolved, By the National Editorial Association, assembled in convention today in Recital Hall, in the grounds of the Panama-Pacific International Exposition, in San Francisco, these bright blue days in July, Anno Domini nineteen fifteen. First, that this Association tender its thanks to citizens of Topeka, Kans., for the splendid dinner and auto rides to view the city given those who were on the first and second sections of special train out of Chicago and Kansas City and also to the citizens of Colorado Springs for breakfast served in one of the city's many beautiful parks; Denver and the residents of the State of Colorado for the tempting trout fry dinner cooked by members of Colorado National Guard and served at Mount Lookout Park where the Governor of Colorado and his wife, with other Colorado ladies and gentlemen, disguised and masked with sweet smiles, served 1,000 mountain trout, cooked as only experts know how, a royal feast to the 460 hungry travelers from the far east, middle and southwest, and second,

Be it Resolved, That the Association tenders its thanks to the residents of San Bernardino, Riverside, Los Angeles, San Diego and the officials of San Diego-Panama-California Exposition for special courtesies extended July 3 and 4; and also to Mr. Griffith for putting on his special portrayal of "The Clansman," at Los Angeles, and likewise to Mr. McGroiarty, author and proprietor of the "Old Mission," a protrayal of pioneer days in California, from the first coming of the Spanish missionaries to the conquest of the Americans, resulting in all California coming under the protecting folds of the stars and stripes; and likewise to the residents of Santa Cruz for the delicious fish breakfast served on the beach—the beautiful Santa Cruz beach, with grand surf

and sands, which it was our pleasure to enjoy—and to the people of San Jose for the enjoyable entertainment provided by the residents of the lovely Santa Clara valley; and last, but not least, to the kind-hearted, generous Californians who live in the old but now new San Francisco, and the officials of the Panama-Pacific International Exposition who have added so much to our enjoyment that our cup of happiness runneth over, so that while it may be "like the vase in which roses have once been distilled, the cup may be broken, but the scent of the roses will hang 'round it still."

Be it further Resolved, that our greatest gratitude be conveyed to the officials and employes of the Santa Fe Railway for the many special courtesies extended to all the members who traveled over this great line, following the old "Santa Fe trail," for safe and comfortable transportation from our homes far away to the shores of the grand old Pacific Ocean where are promised a cruise on the "Oregon" through the Golden Gate, for one day—Thursday, July 8th.

Be it specially Resolved, That the National Editorial Association also expresses its unlimited appreciation of the many kind words of welcome and acts of hospitality extended by the California Press for its generous donation of many columns of news devoted to the visit and 30th annual convention of the National Editorial Association.

Respectfully submitted,

MRS. LEE J. ROUNTREE (Texas),
FRANK O. EDGECOMBE (Nebraska),
JOHN REDMOND (Kansas),
EDWARD ALBRIGHT (Tennessee),
Chairman,
JERE H. SIMMS (Ohio), Secretary.

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MEETING OF ILLINOIS PRESS AT THE STATE FAIR

No other agencies contribute more than do the newspapers to the success of a State Fair and the Illinois Press are leaders in this regard. It is right that newspaper men should be interested in that which they have helped to create and aid in maintaining. Besides this, the State Fair furnishes very much in the way of object lessons for and incentives to better production that can be made broadly useful, interesting and instructive in newspapers in every part of the State. To all sections of the State that furnish exhibits or contests the Fair affords good, live, local or home interest matter, besides all that can be found that will be informing and helpful to home industries or for home improvements.

In view of all these things and others, newspapermakers should be in attendance at State Fairs, and President Dustin is right in the following call of an Informal Convention of the Illinois Press Association:

Dwight, Ill., September 1, 1915.

Editor National Printer-Journalist, Chicago, Ill.

Dear Brother:—I have seen fit to call an informal meeting of those members of the Illinois Press Association who might attend the State Fair. It will be held in the parlors of the St. Nicholas Hotel, Springfield, at 9 A. M., Wednesday, September 22nd.

The object of the meeting is to further the interests of the Association, and by doing so, help each other personally.

The Association has, by its influence for publicity, brought thousands of dollars into the pockets of its members. This is an age of publicity and we should all use our influence, thus benefiting the public and ourselves.

Every publisher in Illinois is receiving the benefits of the work of the Association and the fair way to do is to all join and pull together.

Sincerely and fraternally yours,

WM. G. DUSTIN, President.

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BRIEF REPORT OF INTERNATIONAL PRESS CONGRESS.

San Francisco, Calif., July 21, 1915.

Editor National Printer-Journalist, Chicago, Ill.:

Dear Sir:—You will be interested, I am sure, in a brief report of the International Press Congress at the Panama-Pacific International Exposition, San Francisco, July 5th to 10th, to the success of which you contributed by your presence and participation as a delegate.

The Congress was, in personnel and program, the largest and most notable assembly ever held of persons interested in journalism. The enrollment was 957 delegates, accompanied by 1230 visitors, a total of 2187 persons in attendance. This enrollment represented 29 nations and 46 states of the United States. Of the delegates 697, or three fourths, were from outside California, and 123 from outside continental United States. They included representatives of Australia, Austria-Hungary, Argentine, China, Cuba, Canada, Colombia, Denmark, France, Greece, Germany, Guatemala, England, Portugal, Ireland, Switzerland, Honduras, Italy, Java, India, Japan, Mexico, New Zealand, Spain, Sweden, Alaska, Hawaii and the Philippine Islands. The official proceedings will appear in the Book of the Congress to be published by a committee of which Jason Rogers, publisher of the New York Globe, is chairman.

The Congress voted unanimously to form a permanent organization with two vice-presidents from each nation, an executive committee, a secretary-treasurer, and a president. The invitation of the Government of New South Wales to hold the next Congress in Sydney was accepted.

The International Press Congress was one of a series of more than 850 congresses and conventions during the Exposition. Through the courtesy of Mr. James A. Barr, Director of Congresses, I send you a book containing a list of these meetings confident that it will be of interest to you and to your readers. Should you wish further information regarding these meetings or the Exposition, it will be, of course, furnished upon request.

Thanking you for your co-operation, I am

Very sincerely,

WALTER WILLIAMS,

Director, International Press Congress.

All expositions, in their work of arranging for congresses have had a central theme. The central thought of the Chicago Exposition in its congresses was given expression by the World Parliament of Religions. The central thought of the St. Louis Exposition in its congresses was learning, as exemplified by the World's Congress of Arts and Science. The ten years since the St. Louis Exposition have been years of social, educational, economic and industrial unrest. Communities, states, nations, the world as a whole, have been groping for a solution of problems along all such lines. This is shown clearly by the multiplication of organizations, each seeking to solve some special problem from the local, state, national or world standpoint. In the sense

of meeting the needs of the world, of giving the greatest possible help to states, national and international organizations, the central thought of the many congresses, conferences and conventions in and near San Francisco in 1915 is service—social, educational and industrial service.

The Press Congress of the World, an international organization, to meet triennially at the world's capitals, and to embrace workers in every department of journalism in all countries, was formed at the International Press Congress which met July 5th to 10th, 1915, at the Panama-Pacific International Exposition, in San Francisco. A brief constitution was adopted and officers were selected, two vice-presidents from each nation, an executive committee, a secretary-treasurer and a president. The office of the president was made the permanent headquarters of the congress. The invitation of the Government of New South Wales to hold the first meeting of the Press Congress of the World in Sydney, Australia, in March-April, 1918, as presented by Mr. Niel Nielson, Commissioner from New South Wales, was accepted.

The Honorary President was Virgilio Rodriguez Beteta, of Guatemala, Editor Diario de Centro America. The enrollment was 957 delegates, accompanied by 1230 visitors, a total of 2187 persons in attendance. This enrollment represented 29 nations and 46 states of the United States. Of the delegates 697, or three fourths, were from outside California and 123 from outside continental United States. They included representatives of Australia, Austria-Hungary, Argentine, Cuba, China, Canada, Colombia, Denmark, France, Greece, Germany, Guatemala, England, Portugal, Ireland, Switzerland, Honduras, Italy, Java, India, Japan, Mexico, New Zealand, Spain, sweden, Alaska, Hawaii, and the Philippine Islands. The official proceedings will appear in the Book of the Congress to be published by a committee of which Jason Rogers, publisher of the New York Globe, is Chairman.

The constitution provides that the organization shall be known as the Press Congress of the World. Its object is to advance by conferences, discussions and united effort the cause of journalism in every honorable way. The sessions of the congress are to be open to the consideration of all questions directly affecting the press, but discussions of religion, politics and government policies will not be permitted. Workers in every department of journalism in every country who are engaged in promoting the highest standards and the largest welfare of the press are eligible to membership. The officers shall be an honorary president, a president, two vice-presidents, secretary-treasurer, an executive committee, consisting of the president, secretary-treasurer and five additional members chosen from the vice-presidents. These officers, with the exception of the honorary president, to be chosen by the executive committee, shall be elected at each session of the congress. The vacancies shall be filled by the executive committee upon recommendation of the countries affected. The time and place of meeting shall be determined by the executive committee. The constitution may be amended at any meeting under provisions to be established by the executive committee.

The officers elected are:

President—Walter Williams, Dean of the School of Journalism, of the University of Missouri, Columbia, Missouri, U. S. A.

Secretary-Treasurer—A. R. Ford, Secretary, Dominion Press Gallery, Toronto, Canada.

Vice-Presidents—

England—Aaron Watson, Times, London.
A. G. Gardiner, News and Leader, London.

Australia—J. W. Niesigh, Australian Journalist's Association, Sydney.
L. C. McKinnon, Argus, Melbourne.

Japan—K. Sugimura, Asahi, Tokyo.
I. Tokutomi, Tokyo.

Germany—F. Hartman, Hanover Zeitung, Berlin.
H. F. Urban, Fremdenblatt, Hamburg.

China—Chen Chi, Peking Daily News, Peking.
Yang Siu On, Peking Jib Pao, China.

India—S. Banerjee, Bengalee, Calcutta.
Joseph Misrow, Hindu Press Association, Calcutta.

New Zealand—Robert Bell, Guardian, Ashburton.
Mark Cohen, Evening Star, Dunedin.

Argentine—A. Davilla, La Prensa, Buenos Aires.
Ernesto Nelson, La Nacion, Buenos Aires.

Honduras—Trolam Turcios, Tegucigalpa.

Salvador—Roman Mayorga Rivas, San Salvador.

Guatemala—Virgilio Rodriguez Beteta, Diario de Centro America, Guatemala.

Costa Rica—Luis Cruz Meza, San Jose.

Canada—John A. Cooper, Courier, Toronto.
S. D. Scott, News-Advertiser, Vancouver, B. C.

Ireland—J. F. Charlessen, Ulster District of Journalists, Belfast.

Switzerland—H. Schoop, Swiss Press Association, Alten.

Portugal—Alfredo de Mesquita, Diario de Noticias, Lisbon.
Manuel Roldan, Portuguese Press Association, Lisbon.

Russia—Serge Suremiatmkoff, Novoe Vremya, Petrograd.

Austria-Hungary—Dr. Acel-Stahemberg, Hungarian Daily, New York City.

Cuba—J. A. Buchanan, Cuban Pavilion.
J. L. Govin, El Mundo, Havana, Cuba.

Philippines—Martin Ocampo, La Vanguardia, Manila.

Italy—Dr. M. Borsa, Il Secola, Milan.

Denmark—Kristian Dahl, President, General Press Council.
Havnegade 11, Copenhagen, K. Denmark, (Associate Editor of the "Politiken").
J. Borgbjerg, Editor "Social-Demokraten," Copenhagen, Denmark.

Executive Committee—

Virgilio Rodriguez Beteta, Guatemala City.
J. W. Niesigh, Sydney.
Robert Bell, Guardian, Ashburton.
K. Sugimura, Asahi, Tokyo.
H. Schoop, Alten, Switzerland.

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NEWSPAPER REPORTING, by W. L. Taylor, York, Pa.—A booklet of definite instructions and suggestions for country correspondents and the suburban and small city reporter, and while written especially for these important aiders of home newspapers, it contains much "good dope" for news writers generally.

CHALK-TALK GIVEN BY J. M. BAER, CARTOONIST, BEACH, N. D.

(Mr. Baer made the accompanying remarks, while drawing the following sketches.)

PRESIDENT HOSMER invited me to give this chalk-talk, thinking that I would be bound to "draw," but I do not think that I am as big a drawing card as he anticipated. It is funny that they always pick on a fellow who draws. When a printer is called upon, he is never asked to set up several galleys of type; a blacksmith is never asked to shoe a horse at a banquet table; nor is a general asked to shoot beans at the host to show his ability as a marksman. But the cartoonist is always asked to draw a picture.

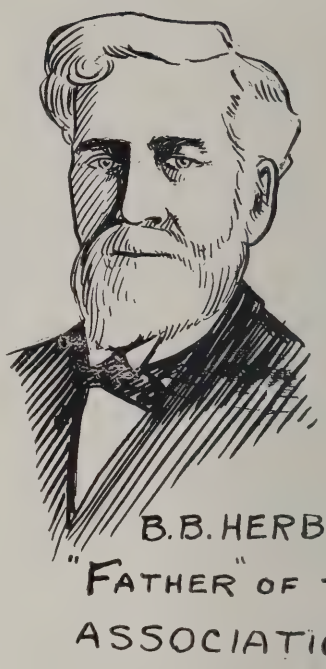
People often ask how to draw a head. An awful simple method which often results in simply awful heads, is to draw a figure shaped like an egg. Divide the object into four parts, and as Mr. Hosmer says, "The 'eyes' have it." This feature is drawn down between the eyes as everyone "nose." After attaching the Hosmer lock, you have the President of the Editorial Association.

GEO. E. HOSMER
PRESIDENT.

Next, I shall draw our accommodating secretary, Mr. Schlosser. There is something about this face that seems to make a "hit" with the ladies. It may be the pleasing smile, but some think it is due to the fact that he has written every lady on the trip about forty letters, setting forth all the good times we would have and he has made good.

GEO SCHLOSSER
SECRETARY—

Mr. Herbert is a good subject for a cartooonist. One could draw naught but a friendly cartoon of this grand old gentleman. He was the first President of the Editorial Association and is editor of its official organ, The National Printer-Journalist. Through the interest he has taken in the welfare and promotion of the Association, he has justly been called "Father Herbert."

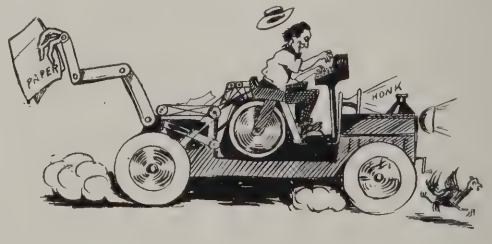


B.B. HERBERT
"FATHER" OF THE
ASSOCIATION.

Every cartoonist has some creation of his own and mine is Jim Jam Junior. While Sam Clark, the Editor of Jim Jam Jems, is the father of the name, I gave the name a child. I picture him, here, with "Ye Editors,"

as Editor Clark and Manager C. H. Crockard are both with the national editors on this trip. While Mr. Clark writes the Volley of Truth each month, Mr. Crockard gets the money.

I am now going to draw an invention of my own. All rights applied for. While we are in California, it makes us wish all the more that we could be out of doors, enjoying the sunshine, the ocean breezes and the beautiful flowers. Thus it occurred to me to invent this autopress. It is built on an ordinary automobile body. It has a self-steering device and all the editor



has to do is to sit up and write his copy on a typesetting machine from which the type drops into the bed

of a rotary press. The paper is then printed and moves on into a folding machine, and finally into an automatic distributor, which hands it to the patrons along the route.

May all the press boys have this car
And spread the good news near and far,
For in driving out the news, you see,
Gives them fine opportunity,
To meet the readers of their sheet,
Who live along the auto beat.
Let the devil sweep the concrete floors,
Let them get their news out—out of doors.

Many ask how a cartoonist can get action into his drawings. This is done by the skeleton method. One cannot picture a place where there is more action than in a newspaper office about the time the boss is going to leave on a long trip. He gets his grip packed and is ready to catch the "5:15" at about 5:12. Then, the

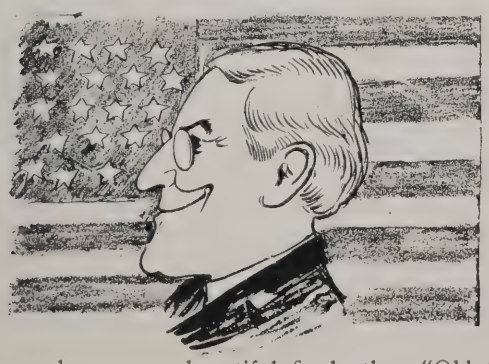
foreman has about fourteen hundred questions to ask just as he is going out the door.

"Where shall I put this ad, Boss?"
"O, stick it anywhere,
I'm off for San Francisco,
I want to see the Fair!"

"How shall I set this here, Boss?"
"Make it in a 'Cap,'
I have a date with all the scoops,
I don't give a rap!"

And he leaves in a flurry of interrogations, saying, "I'll send you a postcard from Los Angeles."

There was never a more inspiring beginning and



will never be a more beautiful finale than "Old Glory." Ever, as now, an emblem of a free people, at peace with themselves and with the world. I draw it here for a background for him who stands foremost today in the eyes of the American people and the whole world. It is unnecessary to say who. He has a stern chin and a long head behind it, vigilant and watchful, though waiting, indicative of a policy that has saved our country from needless bloodshed. Never before has a head of a nation established the precedent of harkening to the whir of the national press, the pulse of national opinion, in so marked a degree.

(Applause)

(Here, Mr. Baer returned and added the "smile," saying, "The President appreciates your applause.")

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LIST OF THOSE ATTENDING THE THIRTIETH CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION.

Alabama—Mr. and Mrs. C. W. Thomas, Call, Citronelle.

Arkansas—L. D. Freeman, News, Harrisburg; Mr. and Mrs. L. D. Freeman, News, Harrisburg; Mr. and Mrs. W. J. Douglass, Star, Berryville.

Alaska—Will A. Steel, Alaskan, Cordova.

Colorado—W. C. Calhoun, Rocky Mountain Magazine, Denver; Mrs. Mary P. Boller, Denver; George E. Hosmer, Mrs. Katherine T. Hosmer, Miss Katherine Hosmer, Denver; Miss Daisy Tipton, Denver; Judge F. M. Tipton, Chronicle-News, Trinidad; Mr. and Mrs. Alva A. Swain, Pueblo Chieftain, Denver; C. F. Wadsworth, Manager Western Newspaper Union, Denver; George McCormick, Express, Ft. Collins; Mr. and Mrs. Thomas Warren, Review, Ft. Collins; James Johnson, Associated Press, Denver; Miss Catherine Hess, Chieftan, Pueblo; J. C. Scott, Advocate, Sterling; Miss Helen Officer, Woman's Press Club, Denver; Miss Mayme Crownever, Woman's Press Club, Denver; Miss Fay Stanley, News, Keota.

Connecticut—Geo. C. Woodruff, Enquirer, Litchfield; Miss Mildred McNeill, Litchfield; Miss Ruth Langford, Litchfield.

Florida—Mrs. H. O. Houghton, Pensacola; Mr. and Mrs. Lee Daniel, Journal, Pensacola.

Indiana—Mrs. Saml. Matthews, Tipton; Mr. and Mrs. B. F. Louthian, Pharos-Reporter, Logansport; Miss Louthian, Logansport; Mrs. A. D. Moffett, Elwood; Will E. Beeson, Journal, Winchester; Mr. and Mrs. Ben F. McKey, Pioneer, Lebanon; Mr. and Mrs. Carrie V. Fenton and Mrs. Funk, Times, Logansport; Mr. and Mrs. W. W. Aikens, Star, Franklin; Miss Aikens and Miss Marie Ditmars, People's Paper, Franklin; J. A. Kautz and Misses Kautz, Tribune, Kokomo; J. R. Swain, Indianapolis; Mrs. Gertrude Debs and daughter, Rip Saw, Terra Haute; Miss Sagie Velle Fenton, Times, Logansport; Mrs. Woodring, Peru.

Illinois—E. E. Williamson, Press, Griggsville; Mrs. G. Holland, Journal, Streator; Edna Edinburn and Mrs. Edinburn, Bloomington; Mr. and Mrs. A. W. Rigby, Bulletin, Bloomington; Mrs. R. W. Cheever, Wiscon Press Association, Clinton; Mrs. Foley, Clinton; A. B. Glessner, Gazette, Galena; Mr. and Mrs. Chas. Lederer, Herald, Chicago; Mr. and Mrs. W. E. Van Gelder, Chicago; Mrs. Chas. S. Clark, Grain Dealers Journal, Chicago; J. B. Mansfield, American Contractor, Chicago; Frederick Dunham, Chicago; Fred Le Roy, Independent-Times, Streator; Mr. and Mrs. A. H. Anderson, Streator; Maude G. I. Oliver, Herald, Chicago; Mrs. Oliver, Chicago; Mrs. Harriet Lynch, Chicago; Maude I. G. Oliver, Herald, Chicago; Chas. Bradshaw, wife and mother, Patriot, Carrollton; Mr. and Mrs. H. Crihfield, Argus, Atlanta; Mr. and Mrs. F. E. Pinkerton and F. E. Pinkerton, Jr., Atlas, Monmouth; Mr. and and Mrs. B. B. Herbert, National Printer-Journalist, Chicago; E. H. Childress, Press, Fairfield; Mr. and Mrs. W. W. Loomis, Illinois Citizen Publishing Company, La Grande; Mr. and Mrs. Vernon Nichless, La Grande; Miss Madge Porterfield, Chronicle, Taylorsville; Mae Collins, Chicago; Mr. and Mrs. C. W. Claytor, Record, Effingham; Mr. and Mrs. E. F. Kemp, Standard Remedies, Chicago; Mrs. Grimshaw and daughter, Wheaton Illinoisan, Glen Ellyn; Mr. and Mrs. W. L. Black, Daily News, Elgin; Lyman F. Black, Elgin; Miss Mareta Black, Elgin; Mr. and Mrs. E. T. Skinkle, Free Lance, Chicago; Mr. and Mrs. Frank Roderus, Lumber World Review, Chicago;

Miss Marie Nagle, Wheaton Illinoisan, Glen Ellyn; Mrs. Seymour Stedman, Press Club, Chicago.

Iowa—Mr. and Mrs. J. P. Body, Tribune, Buffalo Center; Miss Winnifred Endicott, Daily Gazette, Cedar Rapids; Glen C. Taylor, Beacon, Spirit Lake; Miss Helen Kenny, Sibley; Mr. and Mrs. F. A. Wignall, Chronicle, Toledo; Mr. and Mrs C. H. Brown, Farm and Real Estate Journal, Traer; Mr. and Mrs. W. J. Ladd, Courier, Reinbeck; Mrs Ella Parsons, Traer; Mr. and Mrs. E. E. Taylor and son, Elmer Taylor, Star-Clipper, Traer; A. W. McBride, Times, Paulina; Mrs. Mary McBride, Traer; Miss Alice White, Mail, Milford; J. C. Gillespie, Sentinel, LeMars; Mr. and Mrs. H. B. Hallock, Miss Hallock, Times-Gazette, Eagle Grove; Mrs. Geo. Tyndale, Eagle Grove; Mr. and Mrs. Ira Nichols and children, Iowa Falls; Mrs. C. E. Flieshack, World, Shenandoah; Mrs. C. L. Kinney, World, Shenandoah; Mr. and Mrs. A. B. Robinson and children, Democrat, Clarinda; Anna Mae Brady and Paul Brady, Auburn; Edmond Chase, Lithographer, Des Moines; Mr. and Mrs. Harvey Ingham and children, Register and Leader, Des Moines; Mrs. George H. Ragsdale, Des Moines.

Nebraska—Mr. and Mrs. Frank O. Edgecombe, Signal, Geneva; Mr. and Mrs. C. E. Nevin and Miss Nevin, Advocate, Laurel.

Kansas—W. A. Morgan, Cottonwood Falls; Mr. and Mrs. A. A. Cochran, Republican, Pratt; Mr. and Mrs. H. E. Bruce, Tribune, Marquette; Earl Pringle, Republican, Tribune; E. A. Kirch, Breeze, Rush Center; W. H. Russell, Breeze, Rush Center; Mr. and Mrs. H. J. Connell, News, St. John; Mr. and Mrs. C. A. Connelly, Tribune, Independence; J. W. Sowers, Woodlans, Spring Hill; Miss Edna Ward, Ledger, Meriden; Miss Lizzie Schafer and Miss Anna Schafer, Meriden,; Herbert Cavaness, Tribune, Chanute; Mr. and Mrs. John Redmond, Republican, Burlington; Mr and Mrs. H. W. Beatty, Republican, Burlington; Wm. H. Glenn, Republican, Tribune; Miss L. C. Alrich, Public-Record, Cawker City; Miss E. Book, Cawker City; W. J. Dedrick, Light, Gridley; M. F. Freeman, News, Dighton; M. E. Freeman, News, Dighton; Sheridan Ploughe, Wholesaler, Hutchinson; C. A. Connolly, Tribune, Independence; H. C. Stevens, Odd Fellow, Topeka; Mr. and Mrs. J. L. Papes, News, Mulvane; J. Byron Cain, News, Belle Plaine; Miss Addie Hemmenway, Dispatch, Hope; Miss Lela Dillon, Dispatch, Hope; E. P. Greer, Courier, Winfield; Leila M. Perry, News, Arkansas City; Miss Oma Perry,News, Arkansas City; Mr. and Mrs. H. C. Stevens, Western Odd Fellows, Topeka; Ruth and Francis Stevens, Topeka.

Louisiana—H. M. Blain and son, School of Journalism, Baton Rouge.

Mississippi—John K. Armstrong, Winston County Journal, Louisville; Mr. and Mrs. Louise P. Cashman, Post, Vicksburg; Mr. and Mrs. Bernard R. Cashman, Post, Vicksburg.

Missouri—Mr. and Mrs. H. F. Staple and Miss Staple, Atchison County Mail, Rockport; J. W. Adams, Jr., Democrat-News, Marshall; Mrs. S. W. Armontraut, Democrat-News, Marshall; F. L. Casey, Democrat-News, Marshall; Mr. and Mrs. Lewis Lampkin, Journal, Lee Summit; B. F. Wood, Tribune, Laredo; W. L. Robertson, Democrat, Gallatin; Ella B. Smith and Ida Franks, The Eye, Clinton; Misses Neta and Muriel Murphy, Miss B. S. Larkin, Omer Grey, Leader, Sturgeon; Mr. and Mrs. O. B. Gray and Miss Mary W. Price, Sturgeon; Wilson Bell, Independent, Potosi; Harry E. Taylor, Daily Missourian, Columbia; Mr. and Mrs. W. J. Skidmore and son, New Era, Skidmore.

Minnesota—Miss Libbie Franks, St. Paul; Mrs. Geo. W. Chandler, St. Paul; Mr. and Mrs. John H. Haydon, Standard, Lakefield; Mr. and Mrs. F. E. Hadley, Enterprise, Winnebago; Gracie Lohel, Tribune, St. Peter; Bernice Nutter, Tribune, St Peter; Mr. and Mrs. H. C. Hotaling and Miss Hotaling, Enterprise, Mapleton; Mr. and Mrs. O. J. Rae and Miss Doris Rae, Herald, Tracy; Mr. and Mrs. A. L. King. Skordemannen, Minneapolis; Miss Ebba Norman, Minneapolis; C. H. Bronson. Review, Osakis; Geo. Harberger, Osakis; Mr. and Mrs. E. C. Steinhauser, Post, New Ulm; Albert Steinhauser, New Ulm Publishing Company, New Ulm; Miss Harriet Payne, Review, New Ulm; Mr. and Mrs. D. C. Leightbourn and daughters, Index, Ada; Mr. and Mr. Arthur M. Mueller, Index, Ada; H. C. Miller, Free Press, St. Peter; J. C. Morrison, Tribune, Morris; Mr. and Mrs. W. R. Hodges, Herald-Dispatch, Sleepy Eye.

Michigan—Mrs. L. E. Jones, Trade, Detroit; Mrs. Elmira Wilkinson, Trade, Detroit; Mrs. Alma Errington, Trade, Detroit; Mr. and Mrs. C. O. Evans, Watchman, Warren; W. P. Nisbett and Miss Bulah Nisbett, Bulletin, Big Rapids; Mr. and Mrs. H. Harwood, Watchman, Warren; Mr. and Mrs. O. Palmer, Avalanch, Grayling; Miss F. Doty, Grayling; Mr. and Mrs. J. M. Moses, Chronicle, Marshall; Miss Ella Hunt, Review, Richmond; Mrs. E. Lovejoy, Standard, Lennox; Miss B. I. Bailey, Grayling; Miss Laura Addison, Grayling; H. C. Billings, News-Statesman, Marshall; Elijah Buck, News-Statesman, Marshall; Mrs. J. E. St. John, Lady Maccabee, Port Huron; S. B. Jacobs, Argus, Brighton.

Massachusetts—Mr. and Mrs. I. M. Marshall, Manchester.

New Jersey—Mr. and Mrs. Alax L. Moreau, Transcript; Freehold; C. E. Moreau, Freehold; Mr. and Mrs. E. H. Tomlinson, Record, Morristown; N. B. Tomlinson, Record, Morristown; Miss Luella Stephens, Morristown; Mr. and Mrs. Benj. F. S. Brown, Journal, Matawan; Mr. and Mrs. Jed DuBois, Journal, Wildwood; Mr. and Mrs. E. J. Cahill, Times, Boonton; Mr. and Mrs. J. V. Beam, Times, Boonton.

New York—F. E. Gannett, Star-Gazette, Elmyra; A. F. McCall, Plaindealer, Bath; Hazel W. Ayers, Elmira; E. H. Higgins, Avoca; James O'Flaharty and Miss O'Flaharty, Suburban Lists, New York City; J. C. Oswald. American Printer, New York; Gardiner Kline. Record, Amsterdam; Chas. W. Price, Electrical Review, New York; Miss Leonice Price, New York; Mrs. Gray Price, Crownley, New York; Mrs. E. W. McHenry. Democratic Union, Oneida; Mrs. R. E. Webber, Chittenango; Will O. Greene, Mail, Fairport; H. B. Sykes, Courier, Clinton.

North Dakota—Mr. and Mrs. J. M. Baer, Cartoonist, Beach; C. H. Crockard, Jim-Jam-Jems, Bismarck; Sam H. Clark, Jim-Jam-Jems, Bismarck; O. H. Lomen, News, Ryder; Miss L. L. Satterlund and Mrs. A. E. Johnson, Leader, Washburn; George P. Collins, Independent, Carrington; Mrs. J. M. Black, Enterprise, Cogswell.

Ohio—Mr. and Mrs. J. H. Simms, and Miss Simms, Tribune, East Liverpool; Horace Holbrook, Democrat, Warren; F. M. Reitzel, Chronicle, Warren; Felix J. Koch, Cincinnati; J. F. Gaskins, Record, Sabina.

Oklahoma—Mrs. Lucy Easton, News, Chattanooga; Maude O. Thomas, Leader, Beaver City; Miss Larene Welch, News, Chattanooga; Miss Lucy Easton, News, Chattanooga; Mrs. Fannie Boggs, News, Chattanooga; Mrs. W. G. Beitmann, News, Chattanooga; Mrs. D. C. Welch, News, Chattanooga; Mrs. L. B. Ritter, Lawton; Mr. and Mrs. L. M. Nichols, Record, Bristow; Miss Virginia Wickham, Herald, Beaver; Maude O. Thomas, Herald, Beaver; Miss Crabtree, Herald, Beaver; Mrs. L. B. Ritter, Chattanooga; Miss Mary Dunfee, Chattanooga; Miss Winnie Ramsey, Chattanooga; Miss Erma Crabtree, Beaver.

Pennsylvania—Mrs. Minnie Curran, Jeannette; Mr. and Mrs. F. H. Cornell, Newton; Miss Anna Shade, Irwin; Mr. and Mrs. Chas. F. Ely, Dispatch, Jeannette; Mr. and Mrs. A. L. Etter, Journal, Middletown; Mrs. W. H. Siple, Wilkinsburg; H. J. Lamade, Grit, Williamsport; R. M. Lamade, Grit, Williamsport; Mrs. and Mrs. W. L. Clayton, Times Chronicle, Jenkintown; Mr. and Mrs. J. F. Buch, Record, Lititz; Margaret N. Hance, Philadelphia; Miss Haite, Philadelphia; Mr. and Mrs. J. H. Zerby, Miss Zerby and Miss Mildred Zerby, Republican, Pottsville; Mr. and Mrs. W. A. Ensminger, Sentinel, Manheim; Tilda Musselman, New Era, Lancaster; Miss Gertrude Woodmansee, Reporter, Lansdale; Mr. and Mrs. G. W. John, News, Shamokin; Mr. and Mrs. J. H. Trescher, Dispatch, Jeannette; Mr. and Mrs. Goettler, Independent, Souderton.

South Dakota—Mr. and Mrs. Chas. S. Reed and Miss Reed, Bison; Mrs. K. B. Cressey, Sioux Falls; W. C. Lusk, Press and Dakotan, Yanktown; W. F. Sargent, Press and Dakotan, Yankton; Mr. and Mrs. Geo. Schlosser and Miss Hazel Schlosser, Daily Press, Sioux Falls; Miss Marie Jacobson, Herald, Sioux Falls; Mrs. A. Jacobson, Sioux Falls; Miss Mariam Tuffts, Miss Helen Tuffts, Alfalfa Journal, Sioux Falls; Miss Edna Murphy, Sentinel, Madison; F. M. Mills, On the Cars, Sioux Falls; Mr. and Mrs. J. D. Headley, Herald, Manno; Miss Elizabeth Croal, Courant, Sisseton; Mr. and Mrs. John H. Craig, Ledger, Tripp; Fred C. Kirch, Pioneer, Wood; J. L. McNeil, Times, Wessington; A. L. Wilmoth, Mellette, County Pioneer, Wood; C. F. Hackett, New Era, Parker; Mr. and Mrs. H. B. Dowdell, News, Woonsocket; Geo. Wildon, Enterprise, Viborg; Mr. and Mrs. C. N. Searl, Humboldt Journal, Sioux Falls; Miss Dorothy Riedesell, Sioux Falls; Mr. and Mrs. Chas. S. Reed and Miss Reed; Chas. McCaffree, Press, Howard; Mrs. K. B. Cressey; Miss Eleanor C. Murphy.

Texas—Sam P. Harben, Secretary Texas Press Association; Mrs. Harben and Carson Harben, Richardson; Mr. and Mrs. Lee J. Rountree, Commercial, Georgetown; Tom B. Lusk, News-Herald, Italy; Mr. and Mrs. R. M. Thompson and Miss Lawrence Thompson, Eagle, Goldwaite; Margaret Neal, Register, Carthage; Miss Hawthorn, Carthage; W. L. West, Rock County News, Livingston; Miss LaVerne Cates, Tribune, Bartlett; Miss Ella Bolding, Tribune, Bartlett; Mr. and Mrs. R. H. Greene, Record, Livingston.

Tennessee—Mr. and Mrs. John C. Rogers, State Gazette, Dyersburg; Edward Albright, News, Gallatin; W. F. Brown, News, Gallatin; R. Green, Record, Covington.

Utah—Miss May Anderson and one, Children's Friend, Salt Lake City; Mrs. Laura B. Felt and daughter, Children's Friend, Salt Lake City; S. L. Raddon and two sons, Record, Park City; Mr. and Mrs. I. E. Diehl and boy, Record, Mammoth.

Washington—Mr. and Mrs. J. A. Sweet, Star, Sultan.

Wisconsin—F. B. Helmer, Miss Helmer and Miss Conley, Banner, Clinton; Mrs. Susan Mead and Miss Mead, Times, Reedsburg; Mr. and Mrs. A. Candrain, Nordsten Association, La Crosse; F. Kisselbach, La Crosse; Mrs. H. L. Hoard and son, Hoard's Dairyman, Fort Atkinson; Mrs. J. E. Cheever, Clinton.

LINOTYPE GAS GOVERNORS

From the Mergenthaler Linotype Company there has been received an advance copy of a booklet on the new Gas Governors. The subject is fully treated with accompanying illustrations. It is important to all users of typesetting machines.

Gas governors, by their control of pressure and temperature, assist in the production of perfect slugs, save operator's time and conserve gas.

There are two types, one, the Thermostat or Machine Governor, controls the temperature of the metal by automatically varying the flame under the crucible and at the mouthpiece. The other, or Plant Governor, controls the pressure of the main gas supply that feeds the machines in use. Both are supplied as regular equipment in practically all cases where gas is used for heating. Of the two plant governors one is for artificial gas and the other for natural gas.

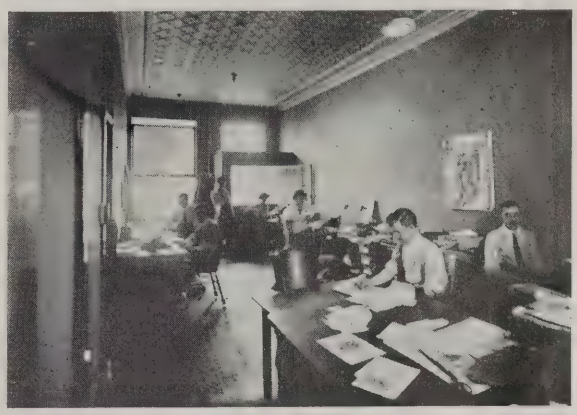
The Thermostat Machine Governor has been tested on all models of Linotypes in different parts of the country, under varying conditions, and in every instance has proven satisfactory. It provides independent control of pot and mouthpiece burners, works automatically, and can be used with either natural or artificial gas.

It can be applied to outstanding machines very easily.

TOLD IN PICTURES

The Commercial News of Danville, Ill., is "The Paper that Does Things." In a city of thirty thousand population, it has a circulation of 12,717, as indicated in bold, black-faced type, proof of a detailed, reliable and satisfactory statement in N. W. Ayer & Son's

The Business Office



Reporters' Room

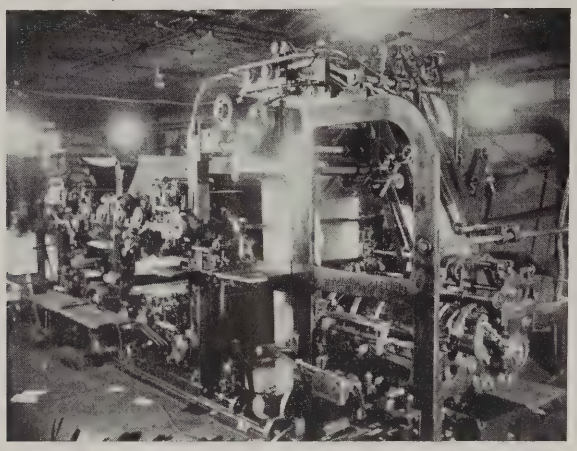
Linotype Battery

American Newspaper Annual for 1915. Still it is growing.

The editor, John H. Harrison, believes in telling what he is doing in the way of reaching the people with his excellent and popular publication, and also has saving faith in publicity, and showing the means and the how. He has, accordingly, resorted to the moving

films and picture shows to get in touch with those who may be pleased and benefited by being informed. Under recent date, in response to "request as to this plan of publicity," he writes:

"This has been the biggest advertising stunt we ever pulled off. As you know, newspapers are hard up for things that will advertise themselves. While we sell space for advertising to other people, yet we must get outside of our own columns to advertise ourselves because the readers who read the ads about ourselves know what our columns are; while others, whom we wish to reach, do not see the ad. Therefore, as you will understand, we have to resort to things like this to advertise our publication. This film has gone all over



The Press

The Mailing Room

the country in our territory and is still on its travels and being looked upon and applauded in every town where we circulate."

We reproduce, herewith, in five cuts, made from sections of this moving picture film, illustrating the newspaper business. These, being merely dead pictures, do not give the action depicted by the films, but editors and printers can supply the action in their minds, and will recognize that from these illustrations the fact that the office is, in arrangement of equipment, worthy of the paper and adapted and equal to the task. It is good advertising, for all people like to be shown and are always interested in processes of production and enthralled by machinery in action, or by men doing things.

PRESENT TEACHING OF JOURNALISTIC ETHICS

By Jesse H. Bond, Ph.D., Instructor in Sociology, University of Idaho.

Of twenty-eight answers to the questionnaire dealing with the teaching of the ethics of Journalism, twenty come from state schools and eight from private schools. The replies from the state schools are about as much more complete as they are more numerous, and show, on the average, as much more interest as they are more complete. In nine of the twenty-eight schools there is no fully organized Department, or School, of Journalism, the courses being administered by some other department, usually the English Department; but in the University of Pittsburgh the work is in charge of the Department of Economics, and the instruction in ethics is the same for students of commerce and students of journalism.

As to the methods of teaching professional ethics the schools have been divided into several classes, the three main classes being those which give specific courses in journalistic ethics, those which require courses of an ethical character to be taken in other departments of the university or college, and those which depend in the main upon incidental instruction in connection with other courses in journalism. The following table shows the results of this division. In the school which depends upon its Bible courses for ethical instruction, and in the one which reports that no attention is given to the subject of journalistic ethics, there are no regular departments of journalism.

Classification of Twenty-eight Schools as to Control and as to Their Principal Method of Giving Instruction in Journalistic Ethics

Main Method of Instruction in Journalistic Ethics.	Number of Schools. All.	State.	Private.
Specific course	7	7	
College courses in ethics, etc	5	2	3
Incidental instruction	14	10	4
Bible courses	1		1
No attention to the subject	1	1	
Totals	28	20	8

First, the schools which depend upon incidental instruction. Dr. Talcott Williams, Director of the School of Journalism of Columbia University, says, "The purpose and policy of the School, as far as possible, is to have no one on its teaching staff, who does not take an ethical view of the duties of the journalist and is not engaged in inculcating that view in his teaching. * * * * If the men who teach are not ethical in their teaching no course will avail; if they are, the course is valueless." There is a disposition not to accept the idea in the latter part of this quotation without some experimenting.

Says Professor J. M. Lee, of New York University, "In connection with my History of Journalism I pay special attention to journalism ethics. * * * * In my Advertising class I give two lectures on the "Ethics of Advertising," and we take up in detail all through the course advertising which we would exclude on ethical grounds. * * * * I presume the work we are doing is duplicated in practically all of the universities and colleges offering technical instruction in journalism." Mention is made also of a course in "Business Ethics" which Dr. Lyman P. Powell gave two years ago in the School of Commerce. Since the election of Dr. Powell

to the presidency of Hobart College the course has not been given but will "doubtless be offered again" the coming year. This was a sixty-hour course dealing with the ethics of business in the broadest possible way.

In the University of Wisconsin Professor Bleyer will offer next year a thirty-hour course in the "History and Principles of Journalism" which will trace the development of the ethical and technical standards of newspaper production in the United States. In the meantime ethics "is emphasized in connection with all professional courses in journalism, especially in the courses on reporting and editorial writing," and in connection with practical work in reporting. The motto, "Accuracy Always," is painted on the front wall of the class room and on that of the laboratory. The chapter devoted to ethics in Bleyer's "Newspaper Writing and Editing" is taken up every year.

The work in journalism at Iowa State College is given for the benefit of students in agriculture, engineering, and home economics and no degrees in journalism are given. Professor F. W. Beckman gives some attention to the ethics of journalism, particularly in connection with "a course in newspaper management, conducted in connection with the editing and publishing of a student agricultural magazine and a student newspaper. * * * * Several lectures (on ethics) are given each year in connection with courses in news writing, special writing, newspaper management, and agricultural advertising." The much less complete reply from the Massachusetts Agricultural College indicates a similar type of work.

Professor B. O. Bliven, of the University of Southern California, believes in the "constant reiteration of the ethical code of every good newspaper man" along with all the courses. There are a number of lectures by men outside the faculty which treat "all phases of newspaper and advertising work." In the University of Kentucky the instruction in journalistic ethics consists of "lectures and treatment in informal talks as cases arise in the course of class instruction." Similar reports come from Tulane University, the University of Colorado, and Ohio State University. At the latter school Professor J. S. Meyers "hopes to do more as the work develops." At the University of Michigan special journalism courses are offered in the English department to seniors. "A large amount of the time," says Professor F. N. Scott, "is spent in driving home certain ideas regarding the demands and responsibilities of the profession. It has been my custom every year to ask the students to draw up a code of ethics such as should prevail in newspaper offices. This code is then discussed in class and is frequently the subject of much controversy." In the University of Texas courses are offered in the "History and Principles of Journalism" and in "Comparative Journalism" in which "special stress is laid on the ethics of newspaper work." As I view the subject," says Professor Will H. Mayes, "it is difficult to teach any branch of journalism successfully without dwelling upon the ethical side of the questions discussed."

The discussion of the incidental instruction in journalistic ethics will be closed by quoting from the very complete reply of Professor J. Wainright Evans, of the University of Arkansas, "I make it a point to encourage comment and discussion on the moral problems of the newspaper man whenever the occasion for that sort of thing arises. I see to it that the class reads what the journalistic texts have to say on the matter; and in addition, I take advantage of anything in current periodicals that might raise an ethical point. I make reference oftentimes to my own experience as a newspaper man, or to the experiences of men I have known in that work. First hand material of that kind seems to produce the greatest effect and the most interest. In addition to that kind of thing, I prepare a few lectures in the course of the year, for the purpose of laying down some vital general principles. These are made as full of story and anecdote as possible."

Professor Nathaniel Barnes, of De Pauw University, writes as follows: "Our Department of Philosophy offers a course in Ethics, and certain courses in Sociology help to socialize the young journalist's conception of his work. All who are preparing for newspaper work are urged to take some of these courses." This description would seem to serve also for the work in the University of Maine, the University of North Carolina, and the University of Pittsburgh. Professor Wallace Craig, of the University of Maine, assigns to the individual student "the task of looking up in some way the professional ethics in his own field, but this is more a suggestion than a systematic treatment." Professor Mecklin, of the University of Pittsburgh, says, "My feeling is that professional ethics should be taught as a corollary to social and practical ethics."

We come now to a group of seven state schools which give specific courses in journalistic ethics, and one more which has announced such a course for next year. It would be easy, and perhaps better, to count also in this group two schools which have already been mentioned, the Universities of Wisconsin and Texas. At the University of Missouri Professor Walter Williams has a lecture course of three hours a week for one-half year which is taken by all journalism students before graduation, but is not specifically required. Lectures by men outside the faculty are not used for the purpose of teaching ethics, and it is taught but little in connection with other courses. In the Kansas State Agricultural College professional ethics is taught both incidentally and in a special course. In the special course of two hours a week for one term "ethical principles are treated as applying to advertising, news, and editorial writing." The readings consist of "bulletins, lectures, magazine and newspaper articles, medical society books on patent medicines, and fiction and drama dealing with journalism."

Professional ethics is taught both by outside lecturers and in a specific course by Professor J. W. Piercy in Indiana University. One hour a week for a term of three months is given to ethics in a three-hour course which deals also with newspaper history and comparative study. Collateral reading, principally magazine articles, is required daily. "The position is taken that journalism is a profession; that it should serve the community, state and nation; that its primary function is to give accurate, unbiased information **in order that the people may know**; that because of the freedom of expression granted, it has a tacit compact with the state that it is to give truthful information in return."

At the University of Washington use is made of lecturers from outside the faculty, there is incidental instruction, and a specific course is given in the ethics of journalism. Addresses at the Newspaper Institute are printed as bulletins of the University. The specific course runs through the whole year, three hours a week, dealing with newspaper policy and taking into consideration "morals, ethics, and expediency in directing a newspaper." Collateral reading up to fifty pages a week is required. Professor Kane thinks that "the

more definite instruction is, the more practical it will be." He prefers to have "all courses implant it."

The incidental instruction in journalistic ethics at the University of Montana is given particularly in connection with the courses on reporting, editing, and editorial writing, and consists, says Professor Carl H. Getz, "in frank discussion of problems that the reporter, copy-reader, and editorial writer as well as the editor-in-chief have to contend with from day to day; through consideration of the relation of the business office to the editorial rooms; influence of advertisers and advertisements upon the editorial character of the newspaper; study of the institutional character of the modern day newspaper; study of the public utility character of the present daily newspaper; modern conception of the newspaper as a social institution dedicated to public service." The specific course, which runs throughout the year, two hours a week, treats of "Newspaper Policy" and is required of all students in the School of Journalism. The instruction is similar to the incidental instruction already described "except that the study is more thorough and covers a much wider field." The reading of one hundred pages a week, mostly in current literature treating different phases of newspaper work, is required. Students in journalism are required to carry heavy courses in the department of political and social science and in the department of history.

All the methods used for teaching the ethics of journalism at the University of Montana are in use also at the University of Oregon. Professor Eric W. Allen describes his specific course as follows: "We have a class for seniors in the history of journalism, editorial policies, etc. It is the intention of the department that this shall be really a course in practical ethics with concrete illustrations. We do not feel very sure we can do more than open the student's eyes to the consequences of his acts. This is the third year of experiment; we have changed the content of the course each year." This course runs throughout the year, two hours a week. Collateral reading is "miscellaneous and hard to find; ranges from Milton's Areopagitica to yesterday's case of libel or black mail." The instruction is intended to show "the general principle in the specific instance." "Have less faith in the exhortation to be good than in the removal of blind spots which often limit the vision to a narrow set of consequences."

In the School of Journalism at the University of Oklahoma professional ethics is taught in connection with many courses, a good deal as in the schools whose work has been described. In addition to this incidental instruction, and lectures by men from outside the school, a course will be added the coming year on the ethics and laws of the press, running two hours per week for one semester. It will deal with "the social and legal restraints upon the press; social status of the newspaper; liberty of the press; ethical problems in news-gathering, news presentation, editorial comity, and business management; ethics of advertising; laws relating to libel, questionable advertising, postal privileges, and copyright." A good deal of collateral reading will be required, consisting largely of such books as Holt's "Commercialism and Journalism," and such magazine articles as appear in the "Atlantic Monthly," "Outlook," etc. As a text the collection of addresses given at the national journalistic conference held last year at the University of Kansas may be used. Professor Merle Thorpe is editing the book and it is being published by Henry Holt and Company. The question of ethics in journalism is prominently kept in mind by most of the speakers. Professor Herbert thinks that students should be shown that high ethical ideals "strengthen and foster commercial solidity," and emphasis should be placed "upon the success which has attended efforts to improve the ethical quality of newspapers."

At the University of Kansas, Professor Merle Thorpe has a specific course in journalistic ethics in addition to incidental instruction in other courses. It runs three hours a week throughout the year. "Fair play, honesty, and purpose are emphasized on every possible occasion. Students, of their own volition, have organized a 'Fair Play Bureau' on the 'Daily Kansan' in an attempt to correct injuries." The specific course has been given for four years and consists of lectures and discussions upon the "sources of newspaper influence; handling of crime; professional attributes of journalism; relation to public, to readers, and to self, etc." Professor Thorpe says, "Old students tell me this course did them more good than ony other."

It must at least be said that the schools of journalism are making a commendable experiment in the teaching of professional ethics.

* * *

THE FUTURE OF THE NATIONAL EDITORIAL ASSOCIATION.

By President Lee J. Rountree of the N. E. A.

To the members of the Colorado Editorial Association in Convention at Glenwood Springs:

Your secretary, Hon. Alva A. Swain, has asked me to address you a short communication on the important subject, "The Future of the National Editorial Association," and I assure you it affords me pleasure to send this greeting to your splendid organization of newspaper workers. From the reports made at the recent National Editorial Association meeting in Los Angeles and San Francisco, I gained a good deal of kuowledge regarding the effective work your association was doing to augment the influence of our profession. Your association has really accomplished a lasting good for its members. I say this candidly, without any desire to flatter you. Too many of our State associations have not been able to organize on a firm and solid basis in order to accomplish something definite for the profession, its upbuilding and its advancement. I congratulate you upon the great progress made by your association.

At the final meeting of the National Editorial Association held in July in San Francisco a constitutional provision was adopted perpetuating the membership of the association and a great step was taken for the future usefulness of the association. For thirty years the association has needed such a law and now that it has been passed I feel that it will be the foundation for future greatness. Under the new law Texas has already secured thirty members to date their membership with the New York meeting next June and each year will pay a regular membership of $2.00 on the same basis as your association proceeds. I trust that your association can take up the work as inaugurated in Texas by our efficient State Secretary, Sam P. Harben, and secure at least fifty members. Your secretary, Mr. Swain, can explain the needs of the association along certain practical lines.

First, I believe that the newspapers of the United States are confronted with a raise in postage pound rates before many years. If the advance comes it should be made entirely on a zone basis as the parcel post law is based. Nearly all the newspapers, both daily and

weekly, circulate in a limited territory, yet they pay the same postage rate as the national weeklies and magazines that are shipped across the continent in special mail trains at a very high cost of handling. The weekly newspaper located in a town with a free city delivery pays the same postage rate to be delivered on rural routes just out of its own town as the magazines pay to be sent from New York to Galveston, San Francisco or Seattle. This is a grave and important matter for all publishers to be posted on in the future and see that your congressmen understand the proprosition.

Second. The United States has a printing contract for stamped envelopes involving several hundred million envelopes per annum which is unjust to all newspapers who maintain a job department and it is the purpose of the National Editorial Association to correct this evil by law and I appointed the chairman of that committee, Hon. George E. Hosmer, of Denver, to look after our interests at Washington.

Third. The National Editorial Association has for its purpose the cultivation of closer fratenity and friendship between the newspaper men and women of our nation. Our work is not as remunerative as other professions when the same amount of energy, time and money is expended and it behooves us to labor unceasingly for the common good and become better acquainted as to our national interests and cultivate closer relationship.

It is a sincere regret and a great loss on my part that I am unable to be with you in your annual meeting. I have spent many pleasant days in dear old Colorado where I prize the friendship of your association. I know that if I could be with you the pleasures would be cherished for time on the tablets of memory. I trust that many of us may meet in New York next June in the National Association.

Sincerely and fraternally,
LEE J. ROUNTREE,
President National Editorial Association.

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THE SPECIAL MISSION OF THE HOME PAPER.

By Roscoe E. Haynes, Fairport, N. Y.

The publisher of a home paper, whether daily or weekly, who wishes to make his publication to be highly prized by its readers, directly useful and permanently successful can only do so by producing a paper which is genuinely local and locally entertaining and helpful in its character in every issue. All papers have become in a large sense local on account of the wide distribution of general news through the bureaus—The Associated Press, The United Press, The International Press and other news service agencies connected with or independent of large metropolitan dailies indicated.

The metropolitan dailies, however, supply the residents of all sections with the "big stories" of world events, while the magazines provide an unlimited amount of educational and descriptive reading, but while not neglecting these entirely, it remains the province of the country weekly or small city daily to publish the home news fully and to pay more especial attention to home interests. If this is done regularly, thoroughly and accurately, the paper will in time become recognized as the leading authority on all events transpiring in the community and as the active friend and promoter of worthy local interests, enterprises and institutions.

One of the things which may help to localize the home paper is its name, and the wise publisher cannot do better than to incorporate the name of his postoffice, town or county of publication, in the title of his sheet. When this is done, every issue of the paper identifies itself clearly in the mind of the reader as being representative of the community in which it is published.

The publisher should also arrange the make-up of his paper so that the local news and interests will have preference at all times. The big dailies make it a business to supply the general telegraph and sensational news in abundance, and naturally put this first, but the country publisher may properly reverse the order and place home news first. He should reserve his front page for local and personal paragraphs and the more important news article of purely local nature.

The Layout

The following lay-out and schedule of page make-up is suggested: First page—local paragraphs, personals and important local news with headings; second page—editorial and comment; third page—headed articles of secondary importance; fourth and fifth pages—vicinity news (letters from surrounding towns), sixth page—story, plate, filler; seventh page—plate (grange, fashions, town improvement, etc.), eighth page—local organizations, churches, obituary, matrimonial etc. This arrangement calls for advertising on the first page, but allows for two columns on each of the other pages, excepting the sixth, where there should be room for four columns of advertising if necessary. The lay-out given is for an eight-page all home print paper. It will be noticed that the first, fourth, fifth and eight pages are arranged to run in the last forms, to allow the handling of late local and vicinity news.

Persons and Home Views—Illustrations and Portraits

In working up the home news the writer should endeavor to put local "color" into every paragraph. He should plan to get the names of as many townspeople into the personals each week as he can possibly care for and encourage outsiders to contribute to this department. This will keep them interested and also lighten the labors of the editor or local reporter.

Another strong feature which should not be overlooked but which should be be cultivated is the use of local views from whatever source obtainable. Oftentimes the work of amateurs is good enough for reproduction but when this is not the case the publisher should secure a regular photographer and make a series of local views three of four times each year. Portraits are also great helps in local newspaper building and photographs of well known people of the city, village or vicinity can always be used to advantage. Pictures are often used with obituary notices of prominent persons, but the best investment is to have good pictures made of the living. These can generally be used on more than one occasion, especially pictures of prominent politicians, church and organization workers.

Headings for Vicinity News

As a suggestion to the headwriter on the news stories which are to appear on the vicinity page, it might be mentioned that it is always best to put the most important story or item at the head of the letter and to incorporate the name of the town from which the letter is sent, in the heading over the leading article.

These are a few of the many ways in which a live publisher may make his paper truly local and representative of the section in which it is published, and the publisher who follows them will find he will in time become established on a secure foundation capable of withstanding the shock of almost any kind of adversity or business depression. Every newspaper publisher should ever feel that his paper is just as important and

his work just as great as that of the maker of the greatest metropolitan publication. The home paper can be made vastly more influential and helpful in the smaller field than the great metropolitan journal in its broader field where conditions and interests are more intricate and complex and less thoroughly understandable and can be handled more in a general way.

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INTERTYPE COMPANY REPORTS GOOD BUSINESS

Manager C. D. Montgomery of the Intertype Chicago Agency has good reasons for optimism. The machine shipments continue in greater volume than last year, while the supply business is more than doubled. In a recent letter addressed to the trade statement was made that one of the best known newspapers in the Middle West had installed a Model B Intertype and the newest model competing machine on a sixty day trial—further machine orders to depend upon the result of that experience. The result was a victory for the Model B, order being placed for three machines of that model. More Model B Intertypes are now sold than any model of competing machines. It is setting a new mark for efficiency and economy.

The machine known as the single magazine Model Z, selling for $1,700, is meeting with great favor in the smaller offices; this is no more than was expected, inasmuch as the machine is not limited in its scope by the narrow magazine nor by the sawed-off magazine. It has all the advantages of standard single magazine machines.

Increased shipments on all models is reported.

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ADVERTISING—ITS FUTURE

"The applied art of advertising is still in its infancy," says Frank M. Eldredge, Advertising Manager of the Detroiter Motor Car Company. "Like electricity it is as old as humanity itself, but mankind has only recently learned to utilize it as a force. Even in the stone age mankind carved his crude advertisements on the stone The Egyptians printed on papyrus 3,000 years ago. As late as 1836 England enforced a tax of 8c on each and every advertisement. The purveyors of patent medicine were really the pioneers in showing modern merchants what could be accomplished by persistent advertising. Result—Many of these gentry piled up large fortunes. Our friend P. T. Barnum probably did more than any other man to create the impression that advertising is a lie, with his famous saying, "The American Public loves to be humbugged."

There are at this writing some six hundred and fifty national advertisers whose ads cost all the way from $200 to $10,000 each. I would estimate that there is at least $1,000,000,000 a year spent in advertising. We are known throughout the world as a nation of advertisers.

Inefficiency is causing an enormous waste in advertising—but even at that it more than pays for itself. Were it possible to stop all advertising for one year, absolute stagnation would result. One great stumbling block to the progress of advertising has been the fact that it has not been recognized as an art. Everybody tried his hand at writing copy, even the office boy. Today I am pleased to state that modern efficiency is commencing to stamp itself on the profession. Publicity men are just beginning to realize that the writing of an advertisement requires serious thought—just the same as writing an editorial—with the added qualities of simplicity, condensation, and human appeal. To attach the proper importance and dignity to the profession of general advertising a publicity man should remember that in the writing of an ad that he is catering to an audience of one hundred million, and in local advertising, in a home publication, that the appeal is to the whole population, to all members of the different families, and to, at least, three or four times the number of the actual subscribers to the paper. Study your audience carefully. Women influence the buying of 80% of the world's products.

"I freely predict that the publicity man of the future, who is a leader in his profession, will take his rightful place along with the great doctor or lawyer or statesman."

PRINTING

Everybody needs it—
No one can have too much of it—Greatest of all commodities

Manufacturers need it to sell their product. Merchants need it to increase their sales. It is the universal fortune builder. It transforms slow-selling stock into cash. It is the life blood of trade. It is the breath of progress. It is the light of the world. The small business it makes great and the great it makes greater. It is indispensable to the ambitious. It is the ladder to success. *It is Good Printing that can create the desire to buy your goods.* It is the most efficient commodity made or sold in this city. It is an investment, not an expense, and pays big dividends.

LET US HELP YOU GET RICHER

W. P. DUNN CO.

Manufacturers of Catalog, Circular, Booklet and Commercial Printing

Telephone Harrison 7239

725 South La Salle Street
CHICAGO

Model Advertising

THE CUTLER-HAMMER ELECTRIC LINOTYPE POT

This new application of electricity is arousing an unusual amount of interest in the printing trade, and a 16-page booklet thoroughly describing and illustrating the electric pot has just been issued by the Mergenthaler Linotype Company.

⁂ ⁂ ⁂

The Miller Incline Truck Company has moved from New York to 168 Humboldt, Rutherford, N. J. This company manufactures an increasingly popular truck, made of metal operated either by lever or screw, raising, locking and lowering with one operation.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

PUBLISHERS, ATTENTION: I want to put money into a publishing house that wishes to develop the printing of fraternal insurance papers. I have original plans and will risk my own money on them.—Box C, Mt. Morris, Ill.

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

JMB
CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N DAK.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

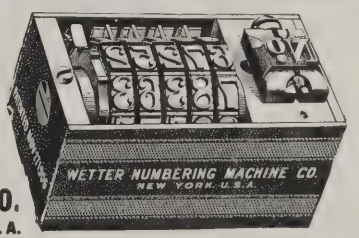
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. PRICES FROM $5.00 UP

No 12356
FACSIMILE IMPRESSION

BUY ONE NOW



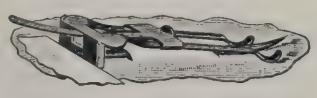
Sold by ALL DEALERS
WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

KTF
TYPE, STEEL EQUIPMENT, MACHINERY

And every other requisite for the printer—we have them. Let us have a chance to supply your next order, be it little or big. If you are not receiving our printed matter regularly, drop us a line.

KEYSTONE TYPE FOUNDRY
PHILADELPHIA NEW YORK BOSTON CHICAGO
DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. Free Booklets.

VISE GRIP

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.

Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

The More You Know About the Science of Business Stationery Planning the Greater will be your appreciation of

Brother Jonathan Bond

"Tell Me What Paper He Uses That's All"

IT IS a pretty safe plan to follow to judge a man by the company he keeps. Business men sometimes neglect this point in sending out advertising matter, business letters, etc., greatly to their discredit. The printer is the logical one to point out the error of such ways. Certainly no man will argue against the advisability of using a business letterhead paper that is made with exclusive regard to "Sales Value." The increasing appreciation of this point is responsible for the growing demand for Brother Jonathan Bond.

BROTHER JONATHAN BOND is the business man's ideal. Examine samples and you will be instantly impressed by its distinctive quality. This notable paper combines the proper surface for printing, lithographing, type and pen writing and erasure with a pleasing bright color, so satisfying to the eye. It has considerable strength of course, being made of new linen rags after the fashion which promotes quality rather than cheap price.

YOU WILL profit by adopting Brother Jonathan as your high grade Writing Paper. The large line of colors and weights will enable you to satisfy practically any demand that may be made of you.

WRITE FOR BROTHER JONATHAN SAMPLES

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.	Mutual Paper Co. . . . . Seattle, Wash.
Missouri-Interstate Paper Co. . . . . Kansas City, Mo.	Commercial Paper Co. . . . . New York City.
Mississippi Valley Paper Co. . . . . St. Louis, Mo.	American Type Founders Co. . . . . Spokane, Wash.
Southwestern Paper Co. . . . . Dallas, Texas.	American Type Founders Co. . . Vancouver, British Col.
Southwestern Paper Co. . . . . Houston, Texas.	National Paper & Type Co. (Export only), New York City.
Pacific Coast Paper Co. . . . . San Francisco, Cal.	National Paper & Type Co. . . . . Havana, Cuba.
Sierra Paper Co. . . . . Los Angeles, Cal.	National Paper & Type Co. . . City of Mexico, Mexico.
Central Michigan Paper Co. . . . Grand Rapids, Mich.	National Paper & Type Co. . . . . Monterey, Mexico.

National Paper & Type Co., Guadalajara, Mexico.

BUTLER·BRANDS PAPER THE BEST

ESTABLISHED 1844

J. W. BUTLER PAPER CO.

CHICAGO

Johnsonized Machinery

We are listing a few of the high grade "JOHNSONIZED" Presses that are good enough for almost any print shop for job and book printing.

1375	**Pony Miehle 1-A,** two-revolution, bed 26x34, rear tapeless delivery, rack and screw distribution,	$1000.00
1335	**Miehle** two-revolution No. 1, four form rollers, table distribution, both fly and sheet printed side up delivery, bed 39x53,	1800.00
1374	**Miehle** two-revolution, bed 39x53, front fly delivery, table distribution, four form rollers,	1500.00
1520	**Pony Miehle No. 2,** bed 24x31, front fly delivery,	950.00
1567	**Pony Miehle No. 1,** bed 26x34, front fly delivery,	1100.00
1394	**Century,** two-revolution, bed 30x42, front fly delivery, four form rollers,	1400.00
1368	**Century** two-revolution, bed 43x56, four form rollers, front fly delivery,	1600.00
603	**Huber** two-revolution, bed 29x43, front fly delivery, four form rollers,	1350.00
1282	**Whitlock** two-revolution, bed 29x42, front sheet delivery, four form rollers,	1400.00
1331	**Pony Scott** two-revolution, front fly delivery, bed 25x31,	900.00
1504	**Cottrell** two-revolution, bed 25x31, front fly delivery,	850.00

These presses are all guaranteed to be thoroughly rebuilt, free from all defects in material and workmanship and to do as good work as they ever did in the hands of a competent workman.

The saving is 50% and more from their price first handed.

Complete descriptions and a list of other machines in stock furnished upon request.

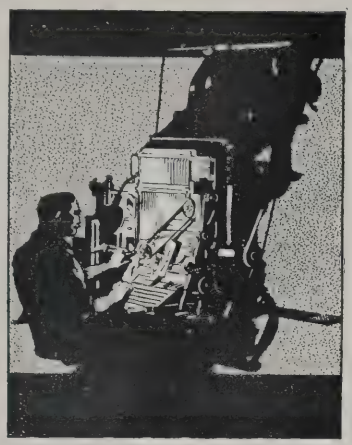
C. I. JOHNSON MFG. COMPANY

INDEPENDENT PRINTERS SUPPLY HOUSE

Hansen Diamond Nick Standard Line Type ST. PAUL, MINNESOTA

THIS ADV. SET IN HANSEN CASLON LIGHT AND BOLD FACE

It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype.

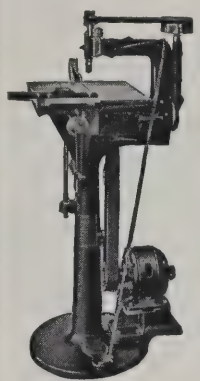


The hand that keeps the world informed

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING, NEW YORK
CHICAGO, SAN FRANCISCO, NEW ORLEANS,
CANADIAN LINOTYPE, LTD., TORONTO

One Minute Only

to Put in operation



12 Machines in One

The
Miller Saw

A Standardizing Machine for Printers

A Power Saw
A Power Saw-Trimmer
A Power Grinding Machine
A Power Mitering Machine
A Power Beveling Machine
A Power Rabbeting Machine
A Power Routing Machine
A Power Drilling Machine
A Power Broaching Machine
A Power Jig-Sawing Machine
A Power Mortising Machine
A Power Type-High Planing Machine

Each machine equipped with quick-acting Pica and Micrometer Point Gauges.

Each machine equipped with quick-acting locking vises.

Each machine complete in itself, and designed exclusively for the printers' use.

You are losing dollars every day you run a print shop without it. Ask for a thirty-day Free Trial.

MILLER SAW-TRIMMER COMPANY
Point Building, Pittsburgh, Pa.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 345 Clay St. — SEATTLE, Armour Bldg.

PROGRESSIVE PRINTING

A magazine for men who buy printing or use direct advertising.

Each number will have many articles on advertising and printing problems, as well as beautiful specimens of printed matter.

Order now from the publishers.

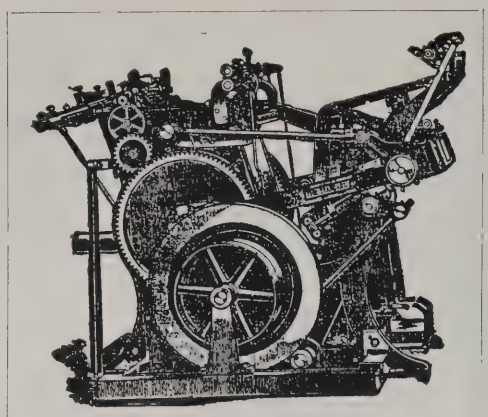
MONTHLY

1.00 a Year. 10 Cents a Copy.

Published by

THE CANAAN PRESS

Pittsfield, Massachusetts



THE STANDARD AUTOMATIC

THE STANDARD

High Speed Automatic Job Press Pays for Itself Automatically

Easy to Buy—Easy to Learn—Easy to Keep Busy
Easy to Earn Big Money With

Our terms run on rubber tires.
So easy they never jar.

ONLY $250 DOWN

The STANDARD HIGH-SPEED AUTOMATIC JOB PRESS alone has stood the practical test of day in and day out work in the job department. No other machine has ever survived this test.

SOME STANDARD USERS

New York City
Metropolitan Life Ins. Co. 5
John C. Rankin Co. 2
Roy Press 2
Adams & Grace Co. 2
M. B. Brown Ptg. & Bndg. Co. 2
J. C. & W. E. Powers 2
Euclid Ptg. & Bndg. Co. 2
Lehmaier & Brothers 2
Hamilton Press 2
Commercial Printing Co. 2
Louis Taterka 2
C. E. Sheppard Co. 2
Jaques Company 2
William Green, Inc. 2
William B. Sutherland 2
J. W. Pratt Co. 1
Pyle-MacLaren Printing Co. 1
Boschen & Wefer 1
Fleming & Benedict 1
Paul Overhage 1
Trow Direc. Ptg. & Bndg. Co. 1
Brieger Press, Inc. 1
Packenham & Dowling 1
L. Kehlmann & Co. 1
J. Schapiro 1
Walcutt Brothers Co. 1
Montross & Clark 1
Arthur, Mountain & Co. 1
Acme Manifolding Co. 1
Printing Trade News 1
Oswald Publishing Co. 1
Herman & Brokaw 1
Peck & Durham 1
Kienle Press 1
William E. Rudge 1
Francis J. Pasotti Press 1
J. J. Little & Ives Company 1
John B. Watkins Co. 1
The Lent & Graff Co. 1
Clark Loose Leaf Mfg. Co. 1
Schlueter Printing Co. 1

Brooklyn
Brooklyn Daily Eagle 4
Boorum & Pease 1
Louis J. Saltzman 1
Home Talk Publishing Co. 1

Garden City
Doubleday, Page & Co. 1

Hastings-on-Hudson, N. Y.
The Hastings Ptg. & Pub. Co. 1

Niagara Falls, N. Y.
The Shredded Wheat Co. 1

Poughkeepsie, N. Y.
The De Laval Separator Co. 1

Rochester, N. Y.
John P. Smith Printing Co. 1

Schenectady, N. Y.
Maqua Company 2

Troy, N. Y.
Cluett, Peabody & Co. 1

Syracuse, N. Y.
D. H. Cook 1

Albany, N. Y.
Albany Per. Wrap. Paper Co. 2
C. A. Hollenbeck 1

Buffalo, N. Y.
Geo. E. Farthing 1
Hausauer-Jones Co. 1
F. J. Offerman 1

Cooperstown, N. Y.
Arthur H. Crist Co. 1

Valatie, N. Y.
Charles Wild, Jr. 1

Boston, Mass.
A. T. Howard Co. 2
C. S. Binner Corporation 1
Gale-Sawyer & Co. 1
The Libbie Printing Co. 1
Southgate Press 1
The Sparrell Print 1
Wright & Potter Ptg. Co. 1

Cambridge, Mass.
Ginn & Co. 2
Library Bureau 1
University Press 1

Holyoke, Mass.
Baker-Vawter Co. 2
(Benton Harbor, Mich., 4)
Eureka Ruling & Bndg. Co. 1
White & Wyckoff Mfg. Co. 1

Worcester, Mass.
Davis Press, Inc. 1
Royal Worcester Corset Co. 1

Dorchester, Mass.
Educational Publishing Co. 1

Taunton, Mass.
Harrington Press 1

Pittsfield, Mass.
Eaton, Crane & Pike Co. 2

Salem, Mass.
Milo A. Newhall & Co. 1

Springfield, Mass.
Morgan Envelope Co., Div. 2

Waterbury, Conn.
The Waterbury Paper Box Co. 1
The Mattatuck Press 1

Hartford, Conn.
The Chapman Printing Co. 1
Plimpton Mfg. Co. 1
Travelers' Insurance Co. 1

Woonsocket, R. I.
Robinson Press 1

Rockville, Conn.
T. F. Rady & Co. 1

Philadelphia, Pa.
Marcus & Company 2
Williams & Marcus Co. 2
Geo. H. Buchanan Co. 1
Craig, Finley & Co. 1
Patterson White Co. 1
H. M. Gifford Mfg. Co. 2

Pittsburgh, Pa.
Pittsburgh Printing Co. 1

Scranton, Pa.
Eureka Specialty Co. 2

Reading, Pa.
Bright-Faust Printing Co. 1

Lebanon, Pa.
Lebanon Paper Box Co. 1

Lewiston, Pa.
H. J. Fosnot & Son 1

Newark, N. J.
Essex Press 2
Gubleman Publishing Co. 1

Elizabeth, N. J.
Henry Cook Print Shop 1

Passaic, N. J.
Botany Worsted Mills 1

Paterson, N. J.
Press-Chronicle Co. 1

Chicago, Ill.
Glennon & Kern 2
Sears-Roebuck Co. 2
Chicago Legal News 1
The Holland Press 1
Fred. Klein & Co., Inc., 1
Pryor Press 1
The Henry O. Shepard Co. 1
U. S. Sample Co. 1
Workman Mfg. Co. 2

St. Louis, Mo.
George D. Barnard & Co. 1
Buxton & Skinner Prtg. & Sty. Co. 1
Hesse Envelope & Litho. Co. 1
Kutterer-Jansen Printing Co. 1

Kansas City, Mo.
Redfield-Powers Ptg. Co. 1

Minneapolis, Minn.
Heywood Manufacturing Co. 1

Lansing, Mich.
Allen & De Klein Co. 1

Superior, Wis.
Silver-Tonsberg Co. 1

Detroit, Mich.
Gregory, Mayer & Thom 1
The Griswold Press 1
Hilton, Hart & Garrett 1
Ockford Printing Co. 1
Frederick Stearns & Co. 1

Indianapolis, Ind.
Levey Bros. & Co. 1
Printing Arts Co. 1

South Bend, Ind.
L. P. Hardy Co. 1

Clinton, Ia.
T. I. McLane Ptg. Co. 1

Baltimore, Md.
Lucas Bros. 2

Salisbury, Md.
Brewington Brothers Co. 1

Atlanta, Ga.
Atlanta Envelope Co. 2
Byrd Printing Co. 1
Retail Credit Co. 1
Bean & Magill 1

Elyria, O.
F S. Reefy & Son 1

Benton Harbor, Mich.
Baker-Vawter Co. 4
(Holyoke, Mass., 2)

Bowbells, N. Y.
B. A. Stefonowicz 1

Auburn, Me.
Merrill & Webber Co. 2

Augusta, Me.
Kennebec Journal Co. 1

Salt Lake City, Utah
The F. W. Gardiner Co. 1

Spokane, Wash.
McKee Printing Co. 1
Shaw & Borden Co. 1

Melbourne, Australia
Gordon & Gotch 2

Toronto, Canada
The Copeland-Chatterson Co., Ltd. 2
R. G. McLean, Ltd. 1

OVER 40% OF OUR SALES ARE TO REPEAT ORDER CUSTOMERS.

Write for particulars

WOOD & NATHAN COMPANY,

Thirty East Twenty-Third Street
NEW YORK CITY

SOLE SELLING AGENT

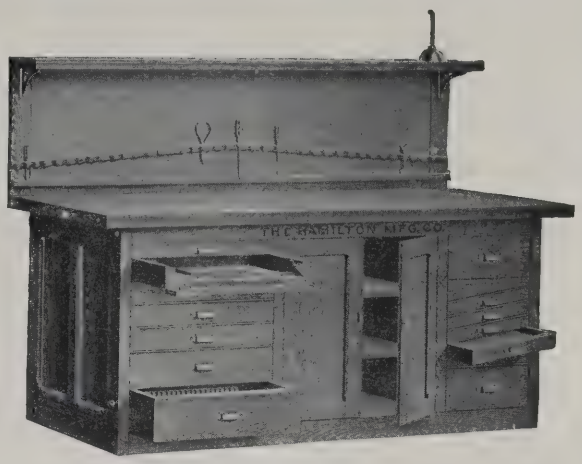
EVERY department of the printing plant is provided for by some suitable piece of Hamilton Equipment—either wood or steel.

The utmost care is used in producing equipment for special purposes that will cover in the most efficient manner the various requirements.

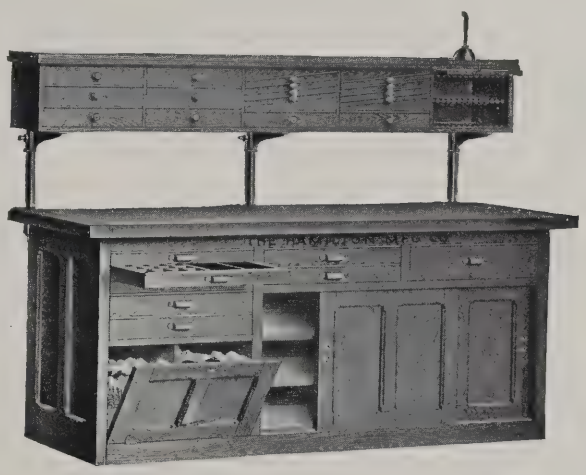
Very rarely is a design the product of any one brain, but usually is the composite expression of the best informed men in the printing industry.

The two designs shown with this advertisement are indicative of the spirit of The Hamilton Manufacturing Co. and its desire to keep pace with the shifting and changing conditions of the printing industry.

Wherever there is need of cabinet equipment in the printing office, there will be found a Hamilton Cabinet carefully studied out and suitable for the purpose.



The design of this Linotype Machinists' Cabinet Work Bench has been approved by expert operators and also by the manufacturers of the casting machines. Supplied in steel or wood construction.



The design of this Monotype Machinists' Cabinet Work Bench has been approved by expert operators and also has the approval of the manufacturers of the monotype machines. Supplied in steel or wood construction.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAGE, graduated by picas and nonpareils, mailed free to every inquiring printer

Made to Your Order

Advertising pictures and printing plates are made-to-order goods.

You must have greater confidence in the man and the house than if you were buying something off the shelf.

Are you getting the full value of your money in intelligent, suggestive interest and attention from the salesman who calls upon you?

Do you know if the salesman is backed by a reliable, permanently-established house with the resources to do the things he promises you?

A Barnes-Crosby Company man's opinion is worth asking for and worth listening to. This intelligence is a part of every job we make and deliver.

DAY AND NIGHT SERVICE

BARNES-CROSBY COMPANY

E. W. HOUSER, President

Artists Engravers Catalog and Color Plate Makers

CHICAGO ST. LOUIS

BRANCH OFFICES and ART DEPARTMENTS.

Toledo Cincinnati Detroit
Indianapolis
Moline Racine Kansas City

TYPE MADE IN AMERICA ACCLAIMED IN EUROPE

"The leaders of fashion in print are the Americans, so far as typefounders are concerned, and one is compelled to turn thither to obtain such novelties as will appeal to the special advertising public."

"To get striking founts we have to go to America."

"It is really wonderful the versatility of the American founders in the extent of the families, as they term them."

FROM AN ADDRESS BY MR. J. T. COOPER, OF MESSRS. COOPER AND BUDD, LTD., GIVEN BEFORE THE ASSOCIATION OF MASTER PRINTERS OF WEST AND NORTHWEST LONDON, ENGLAND

UP TO THE TIME of the present European disturbance no people appreciated the accomplishments and attractiveness of their own country so little as did Americans. A foreign label on any article seemed to make that article superior. The war having to a large extent cut off imports, Americans have had to depend on goods of their own manufacture and they are now realizing that the manufactured products of this country in most cases are as good as any imported from Europe and in some instances far superior.

Europeans in this country have in conversation conceded as instances that we make the best shoes and the best collars and now, as will be seen by the above quotation, a prominent employing printer of England in a speech before an authoritative association in that country plainly states that the typefounders of America lead the fashion in print and that the British printer must send to America for type faces and decorative material that will appeal to the special advertising public.

The American Type Founders Company takes this compliment to itself, as it has been told so frequently by its friends that the type faces designed and cut by the American Type Founders Company are the most beautiful and are more numerous and useful than those of any other type foundry in any other country of the world.

A quality of printing is being produced at the present time in this country that can be placed fearlessly in comparison with any produced in Europe, and in most cases the type faces and other material used are products of the American Type Founders Company. Let us take as an instance the Cloister Oldstyle type face. The cutting of this face has made it possible for the printers of this country to produce classic typographic effects in the spirit of a Jenson or an Aldus, and has given a neatness and dignity to those strong and forceful typographic effects liked by so many American advertisers.

Cloister Bold is a new accession to this family.

It should be borne in mind, however, that all printing produced in this country is not of the highest quality, and here we offer our services. American printing should be the best in the world and the printers of the United States should place before themselves a high standard of quality, in the attainment of which they should enlist their best efforts. The fact should be kept in mind, however, that printing to be good must be good all the way through. Good ink, good paper and good type. Not only must the type be well made, but the type faces must be designed according to the best standards in lettering, and manufactured accurately by the most approved modern methods.

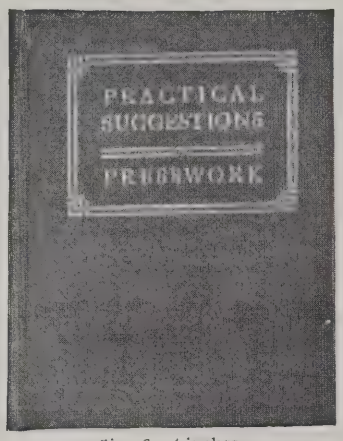
In the specimen books of the American Type Founders Company are type for every conceivable purpose that can be used by the printer. Cheltenham, a thoroughly American type face and the most remarkable type family ever conceived, is one of the triumphs of this Company and there are many other series and families that have helped to add lustre to the fame of American typography.

ARE YOU WITH US IN OUR EFFORTS TO MAKE AMERICAN PRINTING THE BEST IN THE WORLD?
IF SO, LET US SEND YOU SAMPLE SHEETS OF OUR NEW TYPE FACES

AMERICAN TYPE FOUNDERS COMPANY

Set in members of the Cloister Family Cloister Initial

Vest-Pocket Edition Practical Suggestions *on* Presswork



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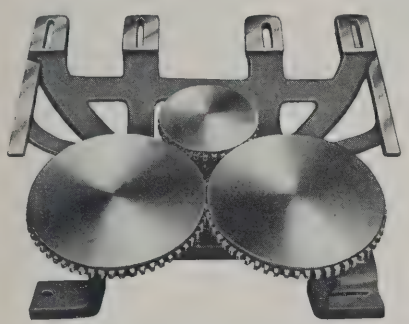

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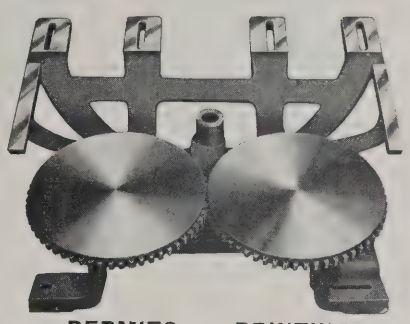

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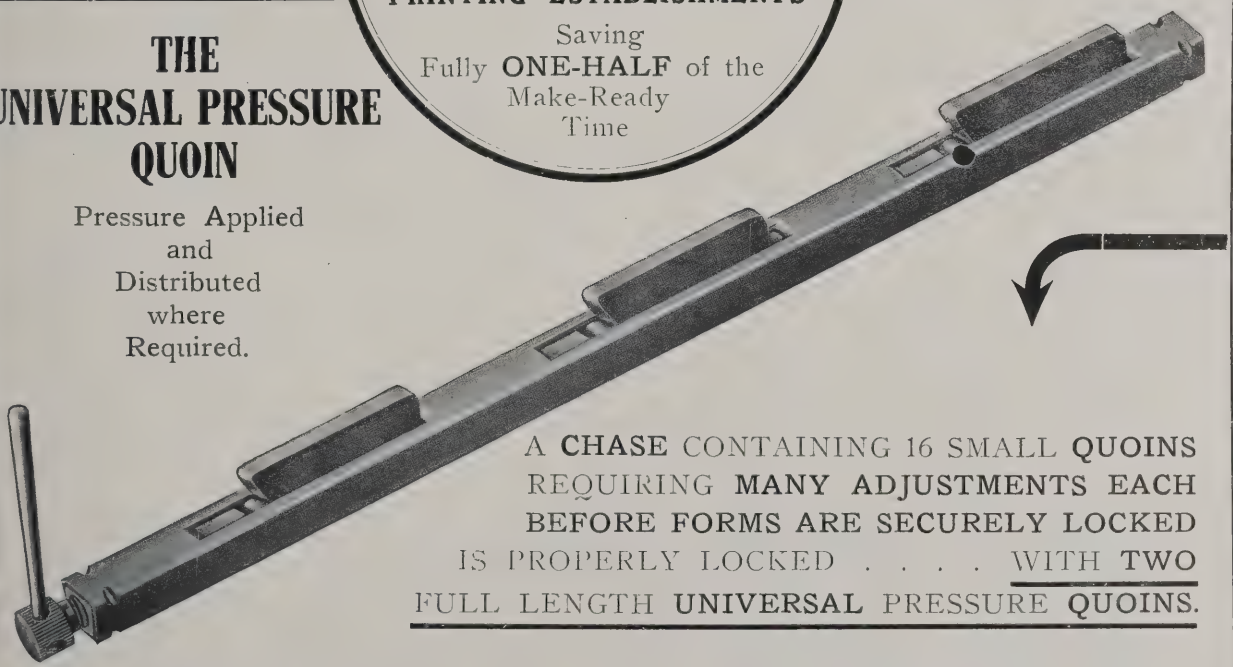

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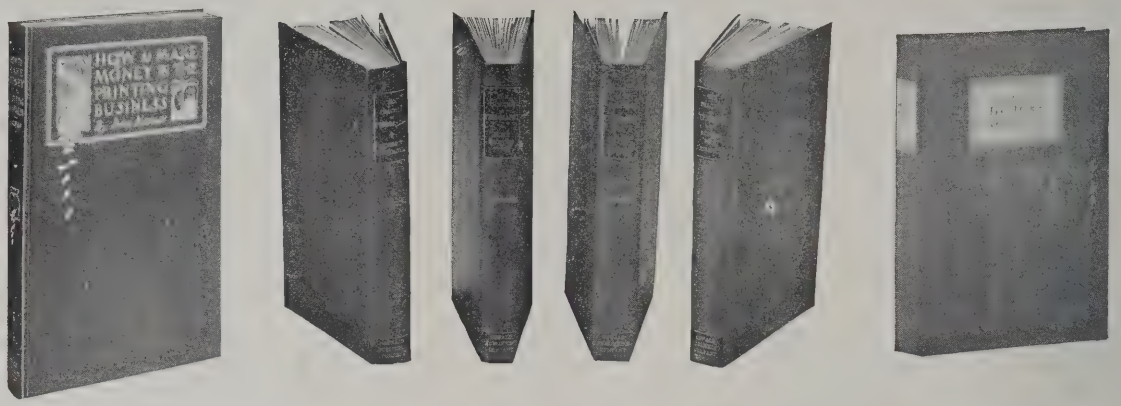

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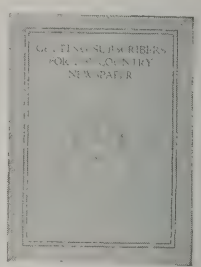

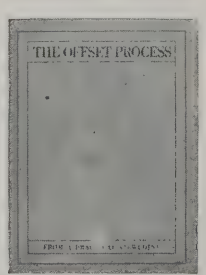

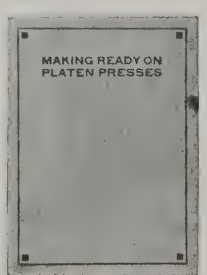

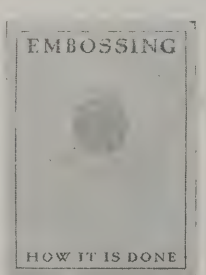

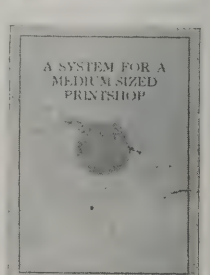

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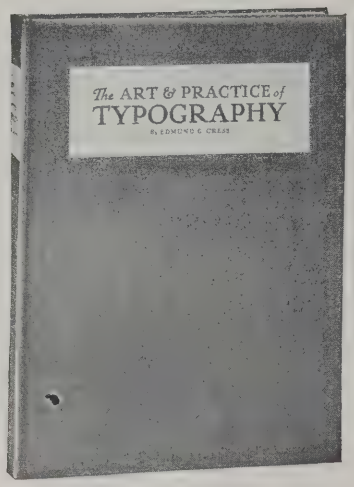

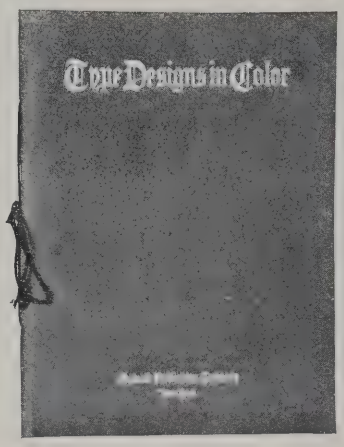

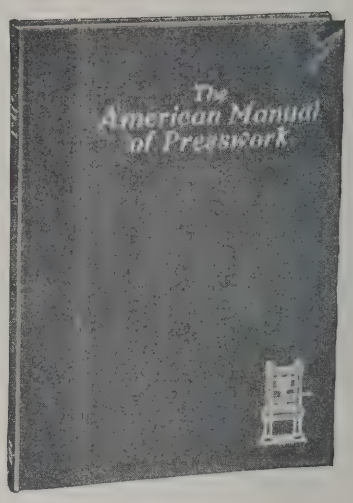

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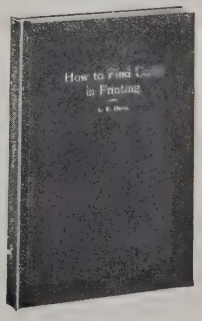

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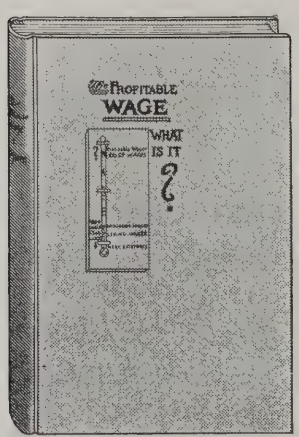

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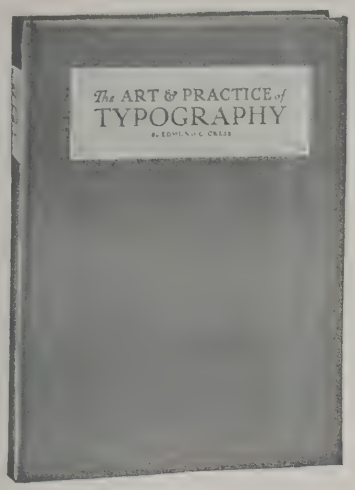

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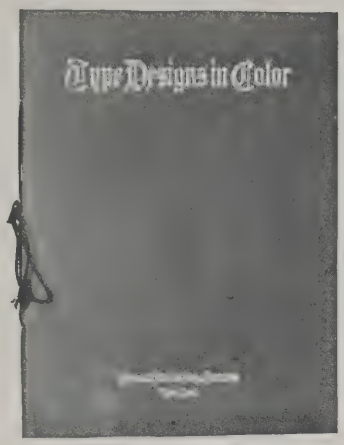

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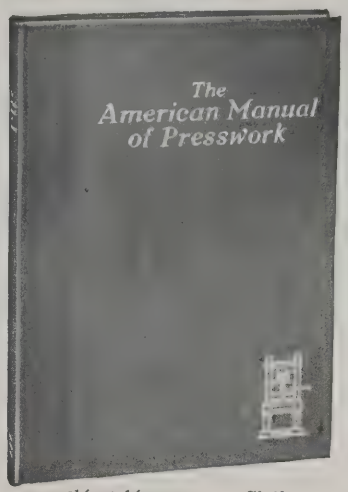

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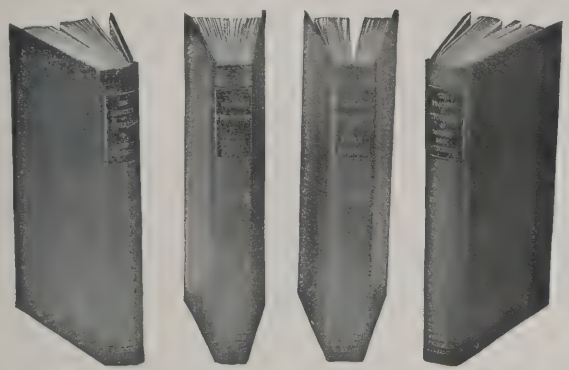

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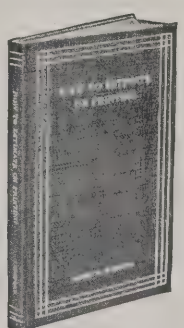

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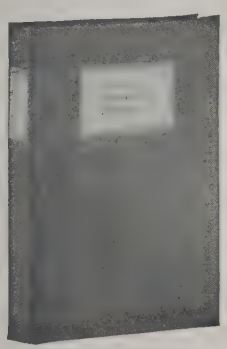

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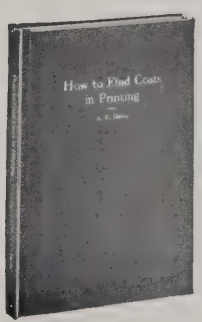

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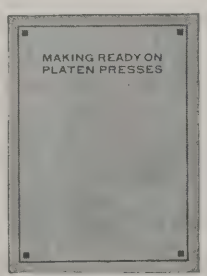

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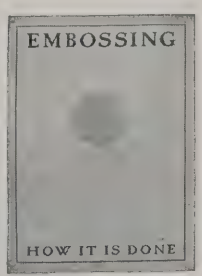

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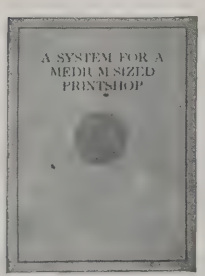

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-three | Chicago, October 1915 | Number Ten

Wonderful Success in Newspaper and Periodical Publishing in Small Western City

IT has been a general belief that success in publishing of periodicals of national circulation could only be reached in or near great eastern manufacturing, commercial, financial and national advertising centers, with all the West from which to draw. Boston, New York and Philadelphia have been looked upon as affording the natural homes of great periodicals and great publishing houses. Even Chicago has been far from reaching general and substantial success in these lines, though it has a population of two and a half millions of people.

The members of the National Editorial Association, during the recent journey to the Pacific Coast, had the idea that only in the great Eastern cities could publications of national circulation, dependent on national or general advertising, be made to win, was shown to be entirely erroneous.

There was a practical and most gratifying demonstration in the great Capper publications and in the magnificent building housing of the same and in the splendid, modern equipment equal to the issuing of papers and periodicals with an aggregate circulation of two million copies, showing that publishing, on the very largest scale, had been found entirely practical in a city of less than seventy thousand inhabitants, situated on the prairie sixty-six miles west of the Missouri River. The fact is important and educative in many ways, but principally, in that it shows what can be accomplished by useful, intelligent, sympathetic service, for the Capper papers, both state and national, are founded on this one ideal, above all others.

The Topeka Daily Capital in its issue at the time of the visit of the editors, acting on this ideal, did a real service to its newspaper visitors by telling the story of this wonderful accomplishment.

To extend the good to all the editors and publishers of the United States, and because the story can be no better told and nothing else that we may publish can be of more practical value, we have retained this article and awaited this time to present the same to our readers as follows, together with an illustration that gives to the eye at a glance a striking view or object lesson of the magnitude of the business and of the output of this great publishing house:—

CAPPER PAPERS READ IN EVERY STATE IN UNION

Nearly One Out of Every Ten Persons in the United States Reads One or More of the Capper Publications—Only Thirty Years in Building—Head of Giant Institution, the Greatest Publishing Business in the West, a Typesetter on Capital Thirty-one Years Ago.

Nearly one out of every ten people in the whole United States are readers of some one or other of the Capper publications. The enormous total of all the subscribers to these papers is 1,913,000 families. A family is usually considered as about five persons, and there are therefore 9,565,000 people in homes where one of the Capper papers comes daily, weekly or monthly.

These nearly 10,000,000 people who read the Capper papers live in every state in the Union. About 20,000 of them are in far-away Maine; 152,455 in sunny California; 26,610 in Florida, and 194,780 in Washington. Up to the north in Minnesota there are 119,720 persons in homes where the Capper papers go, and down in Texas there are 649,260, or enough people to make twelve

cities the size of Topeka, with 5,000 left over for good measure.

Takes a World of Paper.

In the printing of the nine Capper publications, a carload of paper is used every two days, or three carloads a week. In a year 5,000 tons of print paper are consumed, equal to the entire output of an average sized paper mill for two months.

If all the Capper papers issued in one year were stacked in piles as high as the state capitol dome, they would make 1,063 such piles. If they were stacked in one pile they would reach as far into the sky as the distance from Topeka to Kansas City.

The second class postage paid by the Capper publications during the past year amounted to more than $80,000, or $220 for each day in the year. Enough money is paid to Uncle Sam for carrying these Capper papers, at the pound rate, to their 2,000,000 subscribers, to more than cover his outlay for the salary of the President.

How the Work is Done.

Would you like to know how the publishing of periodicals like the various Capper papers is done? How the matter is gathered and written and printed and delivered to you fresh each morning, as a relish with your orange, oatmeal and eggs? There are four or five departments or divisions of the work. These are the editorial, the advertising, the circulation, the business management and the mechanical departments.

You as a reader, make your first acquaintance with the circulation department, which secures your subscription, sees that the paper is delivered to you regularly and when your subscription expires, reminds you of the fact.

The handling of the nearly two million subscriptions to the Capper papers involves an immense amount of letter reading and letter writing. From 12,000 to 14,000 letters are received daily, and as each new subscription comes in, that subscriber gets the current issue of the paper. An average of 150 employes do the work of keeping proper tab on these two million names, making a record of the money that comes in and filing letters.

Over 100 in Distribution Work.

Addressing papers to two million persons in every state of the union and mailing them in shape convenient for proper routing by the postoffice, is a stupendous job. It requires a system that is sure and rapid. An average of 150,000 papers are sent out daily from the Capper mailing room by a day and night force of about 65 people. Forty-seven carriers do the work of supplying 9,800 Topeka homes with the Capital before 6 o'clock every morning in the year, besides the copies that go daily by mail to nearly every postoffice in Kansas.

The Capper Publications include The Daily Capital, a newspaper for Topeka, but also a newspaper for the whole of Kansas. They include a weekly news review and feature periodical, Capper's Weekly, which goes to a quarter of a million homes, most of them in the small towns and on the farms of Kansas, Nebraska, Missouri, Oklahoma, Texas and Colorado, but also to smaller numbers in other states. They include four great state farm papers: one for Kansas, one for Nebraska, one for Missouri and one for Oklahoma. Also a national farm monthly and a national home magazine, one with a half million and the other with three-fourths of a million subscribers, both of which go to a large number of families in every state in the Union. And there is a poultry journal, issued monthly and read by 20,000 poultry fanciers and breeders of the Middle West.

Experts to Make the Paper.

The editing of these papers and giving each of them the prestige it holds in its field calls for men of large ability and a variety of ability. Among the Capper editors are writers of national reputation. For the Daily Capital there are a news gathering force and special editorial writers. The collection of that for-the-moment intensely interesting account of people's doings called news, requires a local reporting staff, correspondents in all the Kansas towns of any size, and the service of the Associated Press. In charge of the local staff is the city editor, and to supervise the whole get-up of the paper, the managing editor.

The editing of the farm papers is, of course, a different thing. The purpose of the farm paper is to teach and preach right methods of farming. Its work, too, however, is to give its readers the news, though a different sort of news from what is found in the newspaper. What the live, successful farmer in another part of the state is doing and how it turns out, is real news to the farm paper reader. The up-to-date farm paper nowadays is far from being a series of dry and stereotyped lectures. It is readable and interesting to those it is intended for.

Done by Men Who Know.

There is a managing editor for the five Capper farm papers, and each of these papers has an editor of its own, besides special editors and writers for different departments, such as livestock, household matters, poultry, etc. The Missouri Ruralist is edited by men and women who are Missourians; who know Missouri farm life, and who are well known to Missouri farm people. And the same is true of The Nebraska Farm Journal and Oklahoma Farmer, though all of these papers are printed in Topeka.

When the women readers of The Capital hurry to the department store announcements and other advertising, they also are getting news—the particular news that is of the keenest interest to them. But this class of news is supplied through another department of the publishing organization, called the advertising department.

Advertising the Driving Force.

When you pass along the beautiful streets of Westlawn, of Elmhurst, or any other good residence sections of Topeka, and see the uniformly fine homes, with every modern convenience, you are proud of Topeka, and of the high living standards of its residents. These things are found in Topeka homes because Topeka people want and demand them. And advertising is the great industrial force which makes people want the best things, not only in houses, but in furniture, clothing and food. Men's wants spur them to effort. The inhabitants of the backward community in the Kentucky mountains are contented with what they have, largely because they do not know of anything better. Material progress and the comforts of life are closely tied up with advertising.

No paper is paid enough by its subscribers to cover the cost of getting it out. If it were not for the advertising revenue, the readers of the American newspaper would pay several times as much as they do for their breakfast time news, or they would go without it. The subscriber barely pays the cost of the white paper on which his newspaper and favorite magazine are printed. The advertisers pay the wages of the printer, the pressman and the editors.

Outside Money for Topeka.

Many of the useful commercial enterprises of Topeka

that supply Topeka people with their various wants necessarily send large amounts of Topeka money to other parts of the world. The Capper Publications bring money from every part of the country to Topeka, to be paid out here in the wages of the Capper employes.

To secure this advertising patronage from the manufacturers of America, which has made possible the wonderful growth and upbuilding of these papers, besides a home office force sending out letters and printed matter, a branch office is maintained in each of the great commercial centers, New York City, Chicago, St. Louis, Kansas City, Oklahoma City and Omaha. Mr. Capper is one of the few farm paper publishers who maintain exclusive branch offices. That is, most of the others are represented in the manufacturing centers by men who also represent, at the same time, a long list of other papers.

The managers of these branch offices and their assistants solicit business from the leading business concerns of America—a field in which competition is extremely keen. They must be able men—salesmen of exceptional requirements. Instead of selling goods to jobbers or retailers, they are engaged in selling to the manufacturers of those goods a means for selling their wares to the consumer.

A Business-Getting Machine.

Over the advertising department as a whole is the director of advertising. In the home office, besides the force of advertising solicitors for The Capital, the promotion department solicits advertising by mail and corresponds with the branch offices, and the order department handles the advertisements as received and sees that they go to the compositor for the right issue of the right paper, and that proper records are kept. Five men called livestock field men travel among the growers of pure bred livestock, securing advertising for the Capper Farm Papers, and helping the breeders with their sales. They are under the direction of the manager of the livestock department in the Topeka office.

During the past three days a dozen men from the six Capper branch offices and the five field men have been here in Topeka, three of them all the way from New York, in conference with the director of advertising and the other advertising department men of the home office. Their meeting is a regular event each year and usually coincides with the time of the annual reunion of all the Capper employes.

The purchase of supplies and equipment of all kinds, the matter of credits and collections, the hiring of employes, the bookkeeping and auditing work, and the handling of the finances of the concern is in the hands of the business department. This department is like a central pillar, around which the frame work of all the rest of the organization is built.

Splendid Mechanical Outfit.

The mechanical work of putting the words and pictures of the editors and advertising men into readable form, with type and engravings and ink and paper, requires a large force of skilled specialists. In the Capper building the composing room and the electrotyping and stereotyping departments fill all of one floor. The engraving and art departments, where half-tones and zinc engravings are made from photographs and like drawings, occupy a large part of another floor and the basement is filled with the giant presses.

In the old-time newspaper office the type was set by hand and the presses were run by foot power. Now the type is cast fresh for each line to be printed by a machine operated something like a typewriter. There are ten of these wonderful Linotype machines in the Capper composing room. One force works at night setting the type for The Capital, and another during the day on the other papers. From the pages of type and engravings, plates called stereotypes and electrotypes are made, and these are used on the presses in printing the paper.

In the press room are three huge newspaper and magazine presses. The four-deck Goss newspaper press can turn out 14,000 32-page papers, or 28,000 16-page papers every hour. The 80-page Hoe magazine press prints 6,000 80-page papers, or 12,000 40-page papers in an hour. It takes the paper off a 1,200-pound roll, prints in two colors, cuts, folds, wire stitches and delivers ready to mail. The 64-page Cottrell magazine press has the same capacity per hour as the Hoe, and it also delivers the papers ready to mail. In all there are thirteen presses, operated by six crews, each consisting of three journeymen and helpers with a foreman, and all under the charge of a superintendent.

The Spirit Behind the Work.

Thirty-one years ago Mr. Capper was working as a typesetter on The Capital. In building up the greatest publishing business in the West, he has followed a business creed of industry, confidence and service. In a booklet issued to the Capper employes, Mr. Capper says:

"It is my ambition that the Capper Publishing House shall be known as a clean, high class, hard-fighting organization, one that stands for and always maintains honest principles and high ideals—the newspaper is responsible to the public in a higher degree than any other private business. The day of the newspaper that places private interest above public welfare is past. We are engaged in this business primarily for monetary considerations, but largely because of the opportunity it gives to be useful to society."

This journal does not wish to claim anything not its due, but believes that it is fair to say that Governor Capper has been a subscriber to and a reader of the National Printer-Journalist for very many years, and also subscribes for and has the paper sent to heads of his departments. It is not too much to say to our readers who are best informed that the ideals and spirit of helpful service, mutual, friendly coöperation, of "clean, high-class, hard fighting organization, one that stands for and always maintains honest principles and high ideals," have, from the first and all the time, been the sincere, earnest teachings of the National Printer-Journalist. We have had occasion, at different times and with great pleasure, to commend Mr. Capper and his whole organization for the manifesting and living up to these ideals, as well as for the placing in the State Capital and all the other publications, public welfare first above private interests, and usefulness to society first, as the opportunity afforded the newspaper and periodical publishers, in a higher degree, than is afforded any other private business.

THE CHARM OF SIMPLE KINDNESS.

By Carl Hunt, Editor Associated Advertising.

N advertising club exists, first of all, to make better advertising—advertising that rings true in all respects—that does strict justice to the goods or the service advertised, and neither more nor less than that.

We want to promote advertising — we want to create new advertisers. We want to increase the volume and the quality of advertising—simply because we know, from experience, that the cheapest, best way to sell—the cheapest, best way to distribute goods the public needs, is through advertising.

Advertising has reduced selling costs. It has created quantity production, decreasing manufacturing costs. It enables the retailer to sell faster, so that he can take a smaller profit on each sale than he could, in his convenient location, otherwise possibly take.

If this were not true, would anyone advertise? If this were not true, would there not spring up in our midst great stores and great factories that do not advertise and would they not soon drive the advertisers out of business?

So advertising is a public benefit. And every advertising man is a public servant. Every merchant is a public servant. He is as much a public servant as the company that operates your street car lines. There is no essential difference, so far as his obligation to the public is concerned. He knows it.

There are many frills in the business of advertising, but there are only a few essentials. Some of these essentials are:

Persistence—keep everlastingly at it, for prestige is like a snow ball, rolling down hill. Stop it, and it not only ceases to grow, but it soons melts in the sunlight of a competitor's publicity. Awkward advertising copy persisted in will pay, while the most beautiful copy ever written, without persistence, will fail. Advertising properly done, costs nothing—it pays for itself and more. The only advertising that does not pay, is that which through lack of persistence or some other fault, fails to serve the advertiser. If it fails to serve the advertiser, it fails to serve the public, for of course what is good for the merchant is good for the public. It could not be otherwise. In any other event, our whole system of distribution would be wrong.

Honesty—honesty in advertising and in every phase of the business is an essential. Most advertisers are naturally honest. They are men of integrity, or they could not obtain credit nor successfully perform any of the things required of a merchant. And, being honest, they naturally prefer the truth—it is the easier, pleasanter and more profitable way.

Skill is an essential—skill in knowing what class of people need the goods you have; skill in finding the best and cheapest way to reach those people; skill in knowing what to say to them and how to say it. In the case of the local advertiser, appealing to the whole community, or to any considerable number in all parts of the community, the newspaper, of course, is the cheapest and the best medium. In the newspaper, it is possible to reach a whole family many times a year with a space big enough to make an impression, for a fraction of a penny a year a person. For example, suppose the circulation of the newspapers of a community total 200,000—600,000 people should be expected to read those papers—three persons for each copy. And $3,000 a year would buy a lot of space. Such an expenditure would take the advertiser into the papers often—at a cost of half a cent a year a person! I believe the public, often wondering about the apparently large sums spent in advertising, fails to appreciate the very small cost for reaching each prospect, over, and over and over. A half a cent a year.

The billboard, the painted bulletin, the electric sign, the street car card and—each in its turn, will prove amazingly low in cost for each person reached. The magazines and people are astounded, sometimes, at the price of the spaces in the magazines—carry your message to the people at a cost of a fraction of a cent a person a year.

The advertising of a business should and can reflect the spirit of that business. Enthusiasm is the most contagious thing in the world. Enthusiasm to serve is a good store's greatest asset.

And, incidently, that same thought applies to your advertising club. We can do what we believe we can do. And we believe what we will to believe. It sounds, perhaps, like I am building a theoretical mountain—an air castle—when I say that.

But have you never felt the power of the grip from within? Have you never been stirred by the emotion of the thought that your own destinies are yours to work out—are what you will make them?

That is true of your club—perhaps in a larger degree than in your own personal affairs. For there is strength in numbers and enthusiasm is contagious.

"Come on!" shouts the general—and his men follow into the teeth of death.

The desire for self-preservation—every natural instinct—may bid them tarry—but emotion is stronger than logic. A heart throb, if you please, will lead men where no manner of logic will take them.

And so with us all in our every day walks of life—if we are to succeed, we must be enthusiastic, and if our own torches of enthusiasm flicker and sputter, we must light them anew from the torches of other men whose gift of natural enthusiasm has been cultivated.

Show me a successful man, and I will show you a man capable of generating enthusiasm—enthusiasm that compels him to greater efforts—enthusiasm that commands others.

But here I am far afield. I want to speak specially of the skill of knowing what to say and how to say it, for I have chosen the subject, "The Charm of Simple Kindness," and I am here to suggest that an advertisement can—and a great many of them do—reflect the personality of the advertiser so skillfully that he and his advertising are one and the same. His advertising is his voice and, be he kind, well-meaning and thoroughly considerate of the best interests to his customers, his advertisements have the happy faculty of serving as a mirror, to show the community his virtues, if he be skilled in the art of advertising.

You know such advertisers.

Skill along these lines is particularly valuable, too, because people are oftener induced to buy through an appeal to their sentiments than through appeals to their logic. Of course the appeal must be logical. The goods must be worth the money—intrinsic value, style and various other elements considered.

You buy an automobile because you love your family and want them to have as much health and happiness as you can provide; or you buy it because you do not fancy having the Smiths up the street get ahead of

you; or you love ease, and see in the machine more comfort than you have had heretofore.

Having determined that you want an automobile, you then must have information relative to the various kinds—shall it be a Ford or a Packard? But up to that point, sentiment has been the controlling factor and it is sentiment, again, that bowls you over and gets your name on the dotted line.

Some sentiment has its place in buying. Business is largely a matter of friendship, and many a merchant has thousands of friends he has never personally seen, people who would not know him from the buyer in the carpet department.

What is it that brings people back to a store? By what do they remember the store? What makes them come back to a city to trade a second time? How can Cincinnati impress herself upon the world in such a manner as to insure a lasting, favorable impression? How can her business men make their customers come to Cincinnati time and time again with a glad willingness? What is the one best way?

I will undertake to tell you, and without fear of contradiction, I will assert that the customer who comes to Cincinnati and comes again, comes not the second time because the store at which she traded was six stories high, or ten; not because it was brick, or of stone, or of wood; not because it was equipped with electric fans to keep her cool.

Nay! People remember the PEOPLE of a community, not the things.

We speak of "store service" and of "service in business," sometimes, as if it were some strange, unusual thing, hard to comprehend. Yet it is the simplest of all things, entering into a successful business operation. For service is kindness. It is nothing more, nothing less, in the end—just simple kindness.

In every business house, the feeling of the owners toward people—toward the customers of that business—are reflected in every employe who comes in contact with the public, as truly as if each employe were a mirror.

A business man may charm people to trade with him. He may have constantly before him such a jealous concern for the welfare of his customers that the entire community will soon prefer his goods. For them he will buy to the best possible advantage. Nor will he deceive them, for that would be inconsiderate and unkind.

With such policies go the greatest measure of success. For the pleasantest and most profitable selfishness that has ever been discovered among tradesmen is what so many of us call unselfishness—a consideration of the other fellow.

Human kindness is the great charmer. It makes the home sweet. It makes business pleasant and profitable.

And in precisely the same manner and for exactly the same reason, it makes the community attractive to those who pass to and fro.

But that is not the first step. The successful business man must go a little further if his progress is to be rapid. Kindness will of itself carry a business forward with great strides, purely as a result of word of mouth advertising.

The wisest business men are not content to wait. They are proud of the service they render. They tell the people about it. So more come and, pleased, they come again, and tell their friends.

It has been said that no business can succeed through advertising which would not succeed, if given a little time, without advertising. That is a fundamental advertising truth.

And so with the community. It must tell people about itself—must tell even its own people.

In many of the cities that have been touched by the wonderful forward movement that is described by the words Associated Advertising Clubs of the World, the local advertising club is a sort of supervising advertising manager to the community. That is as it should be, for advertising men, accustomed in their daily lives to mold public opinion, are endowed with experiences and abilities that make them of forceful value to the community.

And in addition to the fact that they can impress upon those who seek to advertise the community the necessity of a proper service to the stranger—the charm of simple kindness—they can through their daily work, bring all those who deal with Cincinnati business men individually to a better view of the city, its service, its inspirations.

Every Cincinnati business man is vitally interested in what every other business man is doing. Few shoppers do all their trading at one store. When the stranger comes to town, she visits many stores. Her impression, after she has been in ALL these stores, enters into the question as to whether she will come back again.

The local merchants of any community thus work together—whether they want to or not—and a single wolf in the flock can cause a woeful amount of trouble.

Therefore, the business men of Cincinnati should be in the ad club. They should put their shoulders to the wheel and help push. They should investigate what ad clubs have done for cities that have given them half a chance.

An ad club is not merely for the professional advertising man—it is for him, of course, but it is for his boss, too. His boss needs the ad club. He needs to have the encouragement of frequent intercourse with men whose ideals are those of the Associated Clubs. He needs the information and the inspiration he would get here in your ad club.

I hear you propose to have a membership campaign here soon. That is fine. I hope you will succeed. I hope you will get new members—but I hope they will not come so rapidly that you will not be able to find a definite place for each as he comes in. An inactive member is worse than none.

An advertising club membership usually is, and ought always to be, an opportunity to work. The member will get no more out of it than he puts in. He ought not belong unless he has been sold on the thought that he should become a real part of it.

A well-manned ad club, with proper support from the business interests of a city, can spread a city's fame as few other organizations can. Business men need you. You need them.

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*Address delivered before Cincinnati Ad Club, September 29th.

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We are reliably informed that a plan for the reorganization of the International Typesetting Machine Company, under which the Company will be freed from bonded indebtedness and provided with a large additional amount of cash capital, has been completed and that an official announcement to that effect will shortly be made.

EDUCATIONAL NIGHT—CHICAGO PRINTING CRAFTS ASSOCIATION

THE Chicago Printing Crafts Association opened up the Fall Term with a dinner at the Fort Dearborn Hotel, Tuesday evening, September 21, 1915.

It was called an educational night and speeches were delivered by some of the best informed men in connection with the printing industry.

Mr. Sam Greenfield of the Miller Saw Trimmer Company gave a short and intellectual talk on Automatic Feeders for Platen Presses, which are manufactured by the Miller Saw Trimmer Company.

Mr. E. P. Evans of the Miller Saw Trimmer Company spoke about the Saw and Trimmer Machine.

Mr. Harry Noyes of the Lloyd Paper Company, told a few dialect stories in his own inimitable style.

The speaker of the evening was Mr. Franklin H. Wolever, president and inventor of the "Ideal" printers' roller, who gave a scientific demonstration and a talk on the printers' roller industry, which was very interesting as was shown by the attention given by all the attendants. This is a new roller, and as the inventor told in his talk, "will revolutionize the printing industry," this brought forward considerable comment from those connected with the Printing Crafts Association.

Printers' Rollers.

Mr. Wolever gave a lecture upon the various composition rollers and after thoroughly explaining the physical properties of the various ingredients in the present-day rollers and the properties of their combination. His expert analysis of this present-day composition rollers was of a highly instructive character.

The comparison of the present-day composition rollers with "Ideal" rollers was then entered into.

A sample of the "Ideal" roller was placed within a glass heating case and the temperature kept 400° Fahr., and the roller subjected to this terrific high temperature during the speaker's entire lecture of about one hour. Then at the conclusion of the lecture a glue composition roller was placed within the case. After a period of ten minutes the glue composition roller was entirely melted off of the stock.

The "Ideal" roller was removed from the case and half of its length submerged in ice water for a period of five minutes. This test showed that "Ideal" rollers did not assume any physical change through a variation of from 400° Fahr. down to 32° Fahr., or freezing point, thus illustrating that "Ideal" rollers do not change in physical properties within the range of any atmospheric temperature.

Another test was the color and ink absorption test. A roller was treated with bands of Yellow, Red, Prussian Blue, White, Purple Copying, Gold ink and Black ink. This roller was treated about thirty days ago and different sections of all colors was removed twenty-four hours apart with ordinary kerosine, without any difficulty whatever, showing that "Ideal" rollers have absolutely no affinity for any of the inks used in the practice.

The remaining quadrant of ink still remaining upon the roller will be removed at some future date with Caustic Potash without injuring the roller.

The next test was the permanent set test, which showed the glue composition roller and "Ideal" roller under a constant weight of one pound, which has been constantly on each specimen for the period of thirty days. The glue composition roller showed a deep indentation which assumed a permanent set, while the "Ideal" roller showed absolutely no permanent deformation when weight was removed.

The president of the Printing Crafts Association then requested all members to ask any question in relation to the lecture. These questions were promptly and satisfactorily answered by Mr. Wolever.

An invitation was then extended to all members to visit the laboratory and witness the nature and large number of tests which was impossible to exhibit at this lecture.

The Printing Crafts Association consists of Superintendents and Foremen of the City of Chicago. Publish their own paper entitled, "Craftsmen."

Arrangements are being made by the Association to hold their Annual Banquet in the Gold Room of the Congress Hotel, Thanksgiving Eve., November 24, 1915. The officers are:

E. J. McCarthy, President, Mgr. Smith McCarthy Typesetting Co.

Christen Olson, Vice-President, Supt. Manz Engraving Co.

Harry B. Hillison, Secretary, Hillison, Etton Co., 633 Plymouth Ct.

W. F. Barnard, Treasurer, Mgr. Barnard & Miller.

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AMERICAN ASSOCIATION OF TEACHERS OF PRINTING AND ALLIED INDUSTRIES

I desire to get in touch with Instructors and Teachers of Printing and allied industries throughout the country. The object of this is for the purpose of organizing a National Association of Printing Instructors.

I feel that the time has arrived for instructors to get-to-gether.

There are many sound reasons why we ought to organize, among them the following:

First: It will acquaint you better with your brother instructors and will establish confidence in each other.

Second: It will bring about a more friendly co-operation spirit.

Third: You will have the advice of your fellow instructors.

Probably in no other calling is there more need for sympathetic co-operation than in our position.

The cares and worries which must necessarily be borne by the instructors are many, but they can be lightened by the brotherly co-operation of all, by a whole-souled sympathy one with another, they will reach the point of practical assistance in the every-day struggle to overcome apparently insurmountable difficulties.

Industrial selfishness should make way for the better spirit of trade patriotism.

I would advocate better fellowship between instructors.

I feel that all are working for a common end.

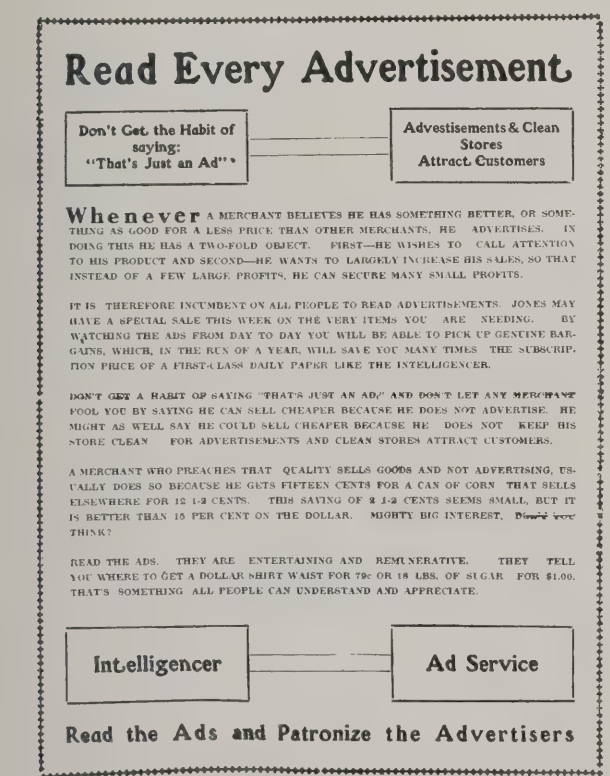
I take this means of asking the instructors to get in touch with me.

Address Jos. A. Donnelly, Printing Instructor, P. S. 158 Belmont Avenue and Ashford Street, Brooklyn, N. Y.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

AN advertisement in keeping with the the original meaning of the word—and a little psychology, not pseudo psychology, the real thing, though the psychologist himself doesn't understand it entirely—and Oh, yes! a wee talk on honesty in advertising—SOME article, you may murmur, sarcastic-like—but it is hard to stick to one subject on the hottest night in the year—guess you'd better head the article "Dippy with the Heat—and not Albert Ward Dippy at That."


Read Every Advertisement
Don't Get the Habit of saying: "That's Just an Ad"
Advestisements & Clean Stores Attract Customers
Whenever A MERCHANT BELIEVES HE HAS SOMETHING BETTER, OR SOMETHING AS GOOD FOR A LESS PRICE THAN OTHER MERCHANTS, HE ADVERTISES. IN DOING THIS HE HAS A TWO-FOLD OBJECT. FIRST—HE WISHES TO CALL ATTENTION TO HIS PRODUCT AND SECOND—HE WANTS TO LARGELY INCREASE HIS SALES, SO THAT INSTEAD OF A FEW LARGE PROFITS, HE CAN SECURE MANY SMALL PROFITS.
IT IS THEREFORE INCUMBENT ON ALL PEOPLE TO READ ADVERTISEMENTS. JONES MAY HAVE A SPECIAL SALE THIS WEEK ON THE VERY ITEMS YOU ARE NEEDING. BY WATCHING THE ADS FROM DAY TO DAY YOU WILL BE ABLE TO PICK UP GENUINE BARGAINS, WHICH, IN THE RUN OF A YEAR, WILL SAVE YOU MANY TIMES THE SUBSCRIPTION PRICE OF A FIRST-CLASS DAILY PAPER LIKE THE INTELLIGENCER.
DON'T GET A HABIT OF SAYING "THAT'S JUST AN AD," AND DON'T LET ANY MERCHANT FOOL YOU BY SAYING HE CAN SELL CHEAPER BECAUSE HE DOES NOT ADVERTISE. HE MIGHT AS WELL SAY HE COULD SELL CHEAPER BECAUSE HE DOES NOT KEEP HIS STORE CLEAN FOR ADVERTISEMENTS AND CLEAN STORES ATTRACT CUSTOMERS.
A MERCHANT WHO PREACHES THAT QUALITY SELLS GOODS AND NOT ADVERTISING, USUALLY DOES SO BECAUSE HE GETS FIFTEEN CENTS FOR A CAN OF CORN THAT SELLS ELSEWHERE FOR 12 1-2 CENTS. THIS SAVING OF 2 1-2 CENTS SEEMS SMALL, BUT IT IS BETTER THAN 15 PER CENT ON THE DOLLAR. MIGHTY BIG INTEREST. Don't you THINK?
READ THE ADS. THEY ARE ENTERTAINING AND REMUNERATIVE. THEY TELL YOU WHERE TO GET A DOLLAR SHIRT WAIST FOR 79c OR 18 LBS. OF SUGAR FOR $1.00. THAT'S SOMETHING ALL PEOPLE CAN UNDERSTAND AND APPRECIATE.
Intelligencer
Ad Service
Read the Ads and Patronize the Advertisers

(1)

Yes! A Wee Talk on Honesty in Advertising

"What is the status of the enclosed advertisement from your point of view?"' asks the Edwardsville (Ill.) Intelligencer concerning that reproduced as 1. , Taken by and large, it is a mighty good advertisement, and as Goldsmith wrote of his village preacher, "e'en its failings lean to virtue's side." Perhaps some critics would not care for the paneling and the baseboard, but they unquestionably attract, and the use of the Roycroft face, both in the lines across the ad and in the panels, furnish a scheme that holds the eye until it sees and wires the brain that an important message is on the way. The lines of the body of the ad are in capitals, and very long. Hence they are rather harder to read than most advertisements. As to their being in capitals, some very successful advertisers have found—by careful analysis of results—that the exclusive use of capitals in their advertisements paid because it gave the ads a distinctiveness. The lines in these advertisements were not so long as those in the Intelligencer ad, however. Such lines, even in so comparatively small an ad, are rather noticeably hard to read, and not pleasingly hard to read, either. (Oh, yes! there are ads that have made a favorable—and a lasting—impression because they were not especially easy to read.) You don't always take pleasure in doing the easiest things, do you? And it isn't always the thing we learned the most easily that is remembered the best, is it? But there is something about such ads that makes the very difficulty of reading them interesting; and of course, such is not the case with overlong lines of ordinary type. But even although the spacing of this ad is poor in some parts, the general effect of the wide composition is really very pleasing at first glance; that is, unless the whole ad is read. And if some of it is read, likely all will be, whatever the typographical annoyance. Certainly all of it should be read by all the readers of the paper; there is not one, I venture to say, that its message does not affect. (I knocked off writing for half an hour in order to read a copy of the London Spectator, which I seldom see, and seldomer read, but which really spectates in these spectacular days. It has beautiful clear type, but the columns are much wider than we are used to in this country. (Since the New York

Tribune became a narrow-guage publication, it has increased its number of readers. Ask it!) Maybe it is because tonight, though in mid-September, is the hottest night in the year so far in Boston, which claimed to be the hottest place today in the United States, but I became painfully aware of the strain of rolling one's eyeballs, or moving one's head from side to side, line by line. And when one feels this way, the memory lingers. The short line for me! It is the modern tendency—and some modern tendencies are in the right direction.

I believe that it is just such things as the consideration of the effect of an advertisement on a person who is in an irritable mood, or tired, or ill, that should be of great aid in the preparation of advertising matter that would work along the lines of least resistance with all people, in whatever mood. Under ordinary circumstances a person may stand the eye-strain and consequent brain-strain of reading a booklet in which the lines are extraordinarily long without realizing his discomfort, or without connecting whatever he is sensible of with the matter he is reading. But let him read the booklet when his nerves are painfully acute! He may not know that the form of the advertising had anything to do with the irritation he experienced in reading it. But whenever he considers the subject on which the book treated, there is likely to be a subtle association of that subject with the vaguely remembered discomfort. Particularly will this be the case when he takes up the same booklet for perusal again—if he ever does—when he feels all right. This is psychology in its relation to advertising, and it seems as though I were making the subject about as unintelligible as much psychology. That is because I don't know much about the science; and it is possible that many who are looked on as its masters are themselves but gathering a few shells on the shore of a vast ocean. But maybe what I have written will strike some chord in a designer's mind that will start him to thinking along lines that will enable him to produce advertising that will have "charms to soothe the savage breast, to split a rock, or melt a cabbage," or at least will not annoy even "the subliminal self," but rather make it feel good. And I guess when we know more about the psychology of advertising we will find that the decision of that subtle self has much to do with the solution of the problem that the other self will buy.) Mind you, I am not criticising the Intelligencer ad in this discussion. That advertisement had only a few long lines—probably not enough to be an annoying memory to anyone. It was the London Spectator that got the goat of my subliminal consciousness, which may be over sensitive. But it's a hot night! If I could, in accordance with Sydney Smith's suggestion, take off my flesh and sit in my bones, I believe I would still be cranky. I guess that even the subliminal consciousness is conscious that it is hot tonight. If it should be that it is the soul, as some believe, may it never suffer any worse heat than is being exuded by all this brick and mortar on a September night after a cold August. Whew!

As to the Intelligencer ad, I like it very much. It is an advertisement in the original sense of the word—an advertisement. And though it asks for nothing at all for the Intelligencer, I hope it will help directly as well as indirectly. Such a talk as this every now and then—such "advertising of advertising"— is a real benefit to the public. Why, this advertising should bring more subscribers to the paper, looking for the advertisements that are truly "entertaining and remunerative." Keep on advertising and advertising in general, and your advertisements in particular, to the benefit of the public, of your advertisers, and yourself. And take sufficient interest in the statements made in your paper to be pretty sure that the "dollar shirt waist" advertised for 79c is really a dollar shirt waist. If you should come to the conclusion that it is not, or broadly speaking, that your advertisers are making misleading statements, it is well to educate them—either directly or through your newspaper, or both—in such a manner that they will reform, rather than get sore. One way to do this is to talk Honest Advertising—to wake advertisers and the public up to its benefits. More and more have trade papers, advertising and other business men's associations,and women's magazines, been making it hard for dishonest advertising to flourish. It pays the women's magazines. It will pay the local paper, if it goes about it in the right way. It will pay its owners entirely outside any reward in Heaven. I am not a preacher of morals; simply an exponent of common sense, up-to-date business ideas that I know have proved their practicality over and over again. Send us some more of this intelligent series,Friend Intelligencer. And also be so kind as to send us the whole paper next time. I got very much interested in "The Saturday Sermon"—nonsectarian article written by a member of the laity for the Intelligencer readers, entitled "Horns and Hoofs," but I get only the head and shoulders of it. The layman

wonders why the devil (this is not swearing—read on) could ever have been represented as having a terrifying appearance. But maybe he means the printer's devil. I'm going to write a sermon some night and call it "The Hell-Box."

Remember the text Henry Ward Beecher took when a man in his congregation said, as the great preacher entered the pulpit, "It's damn hot"? That was it. It's rather warm tonight.

¶ It isn't often that one soliciting your business asks you to "file his stuff for future reference."

However, that is exactly what we ask of you now—accept this jacket folder, give it a permanent home in your files and from time to time as you get new specimens of Printing from Woodward & Tiernan, preserve each piece carefully until such time as you may need to consult the portfolio for Printing Ideas.

Knowing good printing, and knowing how to get it, are fundamentals of the successful advertiser. Our series when complete will be of unique value—a comprehensive exhibit covering all fields of Direct Publicity.

Worth preserving, we think.

Woodward & Tiernan Printing Co.
CREATIVE DEPARTMENT

P. S.—Are you getting samples all right? One has been mailed each week since May 24th.

(2b)

A Folder for Filing Samples of Printers' Work.

A number of samples of printing of a very high order from Woodward & Tiernan Printing Co., St. Louis, came not only in a wrapper, but also in a folder with the suggestion on the second page of the folder that they be filed for future reference (2b). The folder is on stock similar to and rather better than that generally used for folders in filing cabinets and is of the

(2a)

standard size for cabinets wherein such matter is filed. Reproduction 2a shows the folder from the point of view of the cabinet searcher. The name of the company is on the third page, the first page being just so much shorter (as it is placed in the cabinet) to allow for its joining the design on the first page. The ink is of a rich brown, highly harmonious with the stock. The composition on the second and fourth pages (2b and 2c) furnishes example of the regular irregularity and esthetic eccentricity that gives the Woodward & Tiernan product a distinct individuality, a combination of daintiness and strength without sacrifice of dignity. This is more apparent in their wonderful house organ, T.-N.-T. Imprint, and on other work of this firm that will be considered in

Printing and Lithographing
of Every Description
Calendars, Show Cards, Hangers, Enamel Leaf Signs, Mailing Cards, Blotters, Catalogs, Booklets, Maps, Letter Heads, Bill Heads, Envelopes, Blank Books, Steel Plate, Copper Plate and Embossed Stationery
The largest Printing Plant in the Middle West. ART, ENGRAVING and ELECTROTYPING DEPARTMENTS. Creative Ideas. COMPLETE ADVERTISING SERVICE
Office Stationery and Supplies Filing Devices
Agents for famous "Y & E." Equipment
Woodward & Tiernan Printing Co.
North Third Street Olive to Locust

(2c)

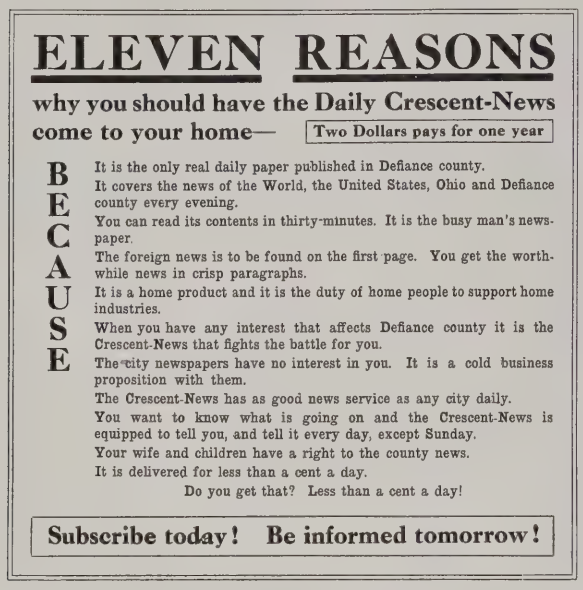
other issues; but first we want to get our folder in readiness to hold the jobs we hope to receive from time to time.

A Card that Should Interest the Busy Man Who Should Read "the Busy Man's Newspaper."

Tom Carrigan, of Defiance, O., sends me a mailing card in black and a very warm red, one side of which is reproduced as 3. There is considerable originality in the display of this card, and it is pleasing originality. "You get the worth-while news in crisp paragraphs," is one of the eleven reasons, and I believe it, if the same man who wrote the prapagraphs in the ad writes those in the newspapers. That "The Crescent News has as good news service as any city daily" is rather a sweeping statement—probably any city daily coming into direct competition with the News was meant.

On the address side of the card there is the

sentence, "Less than One Cent a Day," simply and attractively composed, and a paneled subscription blank. To send the blank back in an ordinary envelope would necessitate clipping the heavy stock not only at the top, but also at the sides, and even then it would not fit some of the envelopes that are easily available in a country home. It would be better to have the subscription blank take a corner of the side of

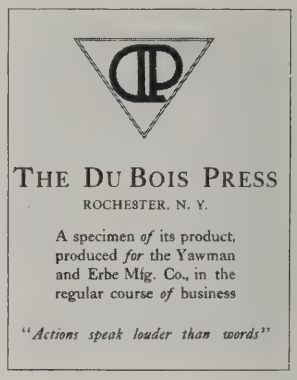

ELEVEN REASONS
why you should have the Daily Crescent-News come to your home—
Two Dollars pays for one year
BECAUSE
It is the only real daily paper published in Defiance county.
It covers the news of the World, the United States, Ohio and Defiance county every evening.
You can read its contents in thirty-minutes. It is the busy man's newspaper.
The foreign news is to be found on the first page. You get the worthwhile news in crisp paragraphs.
It is a home product and it is the duty of home people to support home industries.
When you have any interest that affects Defiance county it is the Crescent-News that fights the battle for you.
The city newspapers have no interest in you. It is a cold business proposition with them.
The Crescent-News has as good news service as any city daily.
You want to know what is going on and the Crescent-News is equipped to tell you, and tell it every day, except Sunday.
Your wife and children have a right to the county news.
It is delivered for less than a cent a day.
Do you get that? Less than a cent a day!
Subscribe today! Be informed tomorrow!

(3)

the card on which the highly compelling argument appears and to have perforations made so that there would be no trouble in acting on the advice "Fill banks with name and address and enclose with $2" immediately before the effect of the first impression wanes.

Showing the Work They've Done for Others.

Often indeed has this department made suggestions in regard to the showing of work done by printers for others, and many have been the assurances from printers that such printed salesmanship-with-samples impressed and paid. Yawman & Erbe Mfg. Co. of Rochester, N. Y., issued a large eight-page circular to announce that they had accepted an invitation to become a member of Rice's Leaders of the World Association, whose aim is to have a membership of the leading concerns in fifty lines of business. The circular was on heavy plate stock, in colors and tints, the bright shield of the association itself calling for at east as many colors as presumably enlivened Joseph's coat. The printers —the Du Bois Press of Rochester—enclosed the circular in a sheet of watered stock and a heavy cover of antique laid with the large embossed monogram and wording shown as 4. The shield is in olive green and gold with a light green tint just across the border from the blue of a robin's egg, and the wording is in olive. The design has a very fine effect on the antique stock placed nearer top than bottom, and surrounded by plenty of white. Such an advertisement as this is naturally less expensive

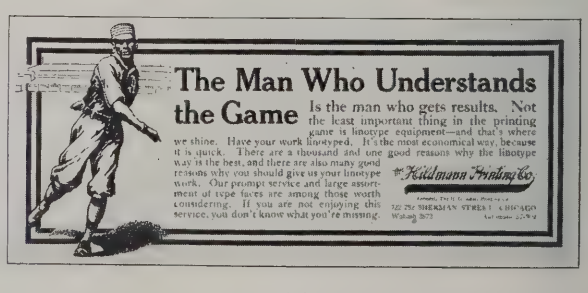

THE DU BOIS PRESS
ROCHESTER, N. Y.
A specimen of its product, produced for the Yawman and Erbe Mfg. Co., in the regular course of business
"Actions speak louder than words"

(4)

than it would be to get up anything nearly so elaborate referring entirely to the Du Bois Press, and it is quite possible that the Y. & E. people were glad to share in the cost of further distribution of their advertisement. But after all a prospective customer cares more for what the press can do for him than he does whether its building has stained-glass windows, and the Du Bois Press, in its short but well-worded advertisement, intimates that it is prepared to do every bit as good work for the recipient of the circular that grew into a booklet.

Blotters that Advertise Linotype Work.

The Hildman Printing Co., Chicago, issue a series of very strong blotters calling attention to their linotyping. The blotter reproduced as 5 is on sulphur-yellow stock, with the border in light green, the heading and the work-mark in red, and the remainder in black. The blotter is interesting in several ways, one


The Man Who Understands the Game
Is the man who gets results. Not the least important thing in the printing game is linotype equipment—and that's where we shine. Have your work linotyped. It's the most economical way, because it is quick. There are a thousand and one good reasons why the linotype way is the best, and there are also many good reasons why you should give us your linotype work. Our prompt service and large assortment of type faces are among those worth considering. If you are not enjoying this service, you don't know what you're missing.
The Hildmann Printing Co.

(5)

being the good effect given by the use of considerable color with a picture of this particular light-and-shade order. The grading of the different sizes of the Caslon is well handled in connection with its heading, and by the fullness of the last line of the body-type, does away

with any tendency toward an unbalanced, bare effect that is often seen at the bottom of blotters and other jobs, is avoided. Of course, this is not the only way to avoid such an effect; and it would often be well nigh impossible where the copy was not prepared or revised in one's own shop. Much of the best composition is irregular; but irregularity, without any idea whatsoever of balance, is rarely a harmonious irregulartiy. But why are the bleachers empty, except for what may be a bird on the rail? Or maybe I'm not cubist enough to see the fans.

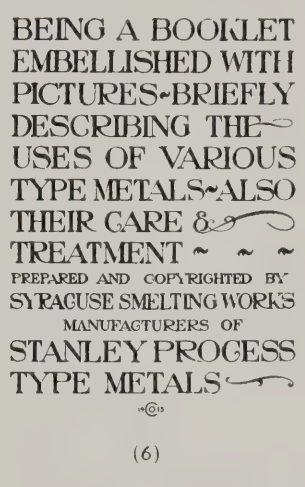
"The Care and Treatment of Type Metal."

A. Hoyt Levy is an artist and whose work has won more fame than he, for the simple reason that his work has been very largely anonymous as regards the personality of the artist. He has helped to make other names known far and wide, as his gifts of drawing and lettering have been applied for the most part to advertisements. The editor of the National Printer-Journalist once told me he liked a street car card of Levy's better than any pictorial advertisement he had ever seen, and so ordered considerable work from him for this magazine. Mr. Levy was intensely interested in advertising, even in the far-back days when he was an assistant of mine in New York, and for a time he conducted a criticism department in Profitable Advertising. Nevertheless, I was surprised to find from a letter I had from him several months ago that he had left his handsome offices in New York, where he had designed many pictorial advertisements for some of the country's leading advertisers, to become advertising manager of the Syracuse Smelting Works, Brooklyn, N. Y.

The first product of his new position was a paper weight of manganese babbitt, I presume sume in the same shape, thought not of the same size, as the bars of type metals in which his company deals. I remember that I once criticised a great book on advertising in a way that seemed to strike the fancy of the advertising manager of a great newspaper by saying that a book of that size and heft would be worth the $2 asked for it to throw at a cat; but that as good books on advertising were rare, it should be worth a good deal more than $2 if you threw something else at a cat. But it does not impair the usefulness of this bar as a paper-weight to throw it at a cat, or at anything else where you stand a chance of getting it back again, and I have found it useful as an flat-iron, as a hammer, and for various other purposes—even as a paper-weight. It is a "wady mecum," and consequently must have a constant advertising value, if the user is interested in type or babbitt metal.

Now I get a booklet, "The Care and Treatment of Type Metal," with the cover-design on the envelope, enclosing it as well as on the cover. On the envelope are these words in addition: "You asked for this booklet." I did not; but am glad to get it, as I suppose many others would be who did ask for it. I have no doubt care is taken to send this envelope only to such users of the product as do ask for the booklet and I have known such expressions to irritate some over-touchy folk when they don't do anything of the kind.

I am having reproduced the lettering from the page that would in some books be termed the title page, but which in this one contains



a continuation of the title. This lettering is remarkable as giving a very strong effect of embossed, which it is not. I should have preferred to see the three lines at the bottom of the page, beneath a blank space, in the same style of lettering rather than in caps and lower case of Cheltenham. The second page contains a picture of "Johann Gutenberg, Pioneer Printer, casting the first individual type," with tint-block printed in orange that sets off splendidly the heavy light-and-shade effects of the drawing. The lettering, too is highly appropriate. This is probably the work of Mr. Levy, and it is fine.

The entire booklet is excellent, both as to its typographical arrangement and as to its information. Here is one paragraph from "Ingredients of Type Metal and Their Functions":

> Never mix old electros, line-cuts, halftones, or any scrap with your metal. You know that electros and line-cuts contain a lot of zinc, and as we said before, zinc kills type-metal. Half-tones are copper and that's bad for type metal.

Here is another of the numerous hints with which the booklet is filled:

A fair test of correct temperature, if you have no thermometer, is to immerse a white pine stick into the molten mixture. If the stick burns, the temperature is too hot, and a good way to reduce it is to cool it off with a cool ingot and decrease the gas flow. If the stick browns quickly, it is about right, but if it remains unscorched, the temperature is too low. To maintain a uniform heat, do not put too much cold metal into the pot at one time.

Last summer I wrote a book on "White Pine," after reading every book in the Boston public library and the Horticultural and other libraries of this and other cities, that treated even remotely on the subject of "America's greatest tree." I got even more important information from interviews with forest engineers, landscape architects, lumbermen, and other practical men. I called white pine "the tree of many uses," and enumerated all the uses that these men passed as being practical.. But here is one that I missed!

Harper's Weekly quotes the following advertisement from the Amsterdam (Mo.) Local:

On the Local's subscription list there are neither millionaires, quack doctors, dentists, fortune tellers, jewelers, opticians, plumbers, butchers, negroes, preachers, school teachers, music teachers, section bosses, florists, actors, sailors, miners, state, county nor town officers, gamblers nor drunkards, and it is read each week by more than one thousand persons.

The only newspaper directory I have at hand is an old one, and this mentions two Amsterdam papers, Border Breezes and the Tempest. Wonder this paper wasn't named the Cyclone.

There seems to be a somewhat deplorable tendency among some of the country press to indulge in "smart" paragraphs like this, it would almost seem in order to obtain notoriety by having them clipped by the largely-scissored departments of prominent newspapers known as "colyumns." Such a paragraph is mighty poor advertising. It mixes such "undesirable citizens" as "quack doctors" and "gamblers" not only with those so unfortunate as to to be "drunkards" or "millionaires," but with many that any paper might well be proud to have on its list of subscribers, and certainly should have on that list, if it claims to be anything of an advertising medium. I know that the world's greatest correspondence schools were very proud—and justly so—of the fact that it had 300 convicts in one penitentiary among its students. And if I were a school teacher or a preacher in Amsterdam I would not feel inclined to subscribe to the paper that would class me with gamblers and fortune tellers and quacks. Perhaps the preachers and teachers of the community receive the paper free. But evidently the whole paragraph is an attempt to be funny in a way that is likely to offend many who would be very desirable friends of a paper, and such paragraphs as this are getting all too common in the local press. The editor of a local paper who attacks fraud when it exists among state, county, or town officials in his own little district is a much braver man than it is necessary for the editorial writer of a big newspaper to be, and as such often suffers severely. But he generally has the satisfaction of having performed his duty well; and the community which does not ultimately appreciate such a man deserves to be defrauded. But many state, county, and town officials are themselves making considerable sacrifices for the public good, and surely many of the other folks enumerated are among the most useful citizens of any community. To run the risk of offending them for no other purpose than the perpetration of a cheap joke is bad practice for a newspaper man.

Poster Stamps to Advertise Engraving.

Robert Rawsthorne Engraving Co., of Pittsburgh, Pa., uses twelve poster stamps in blue, black, gray and buff that are highly artistic in the modernest mode, and are of especial interest as showing the different processes of engraving, and closely allied arts—photo-retouching, designing, wood engraving, photographing, developing etching, routing and proofing. Special attention is given to the delineation of those cognate arts which add so much to the satisfaction of the customer even when the highest efficiency in those already mentioned are practiced. These arts are speedy delivery and other "service that satisfies."

One Kind of Personality-in-Advertising

Some of the finest poetry of various times has been the result of the personification of some lifeless object by means of the free use of the perpendicular pronoun. Take Shelley's "Cloud"—

> I am the daughter of the Earth and Water,
> And the foundling of the sky,

for an example. But in the prose-poem of Robert H. Davis, "I am the Printing Press," he used a very forceful style, beginning and ending with the paragraph, "I am the printing press," and using a number of pertinent paragraphs beginning with the pronoun. I suppose this particular style was original with Mr. Davis—at any rate, his production seems to have been the first of a large number of writings of this kind. When, about two years ago, Life received over 23,000 articles of five hundred

words or less in competition for a $300 prize for "an arraignment of war," the article that got the prize began and ended with the paragraph "I am War," and otherwise strongly resembled Mr. Davis' masterpiece and countless other imitations. I was sorry that it won the prize; I should much rather have had the article that I submitted win it. But my contribution to anti-war literature was not even printed—and now look what's happened!

Here is an article of the Davis style from the Ottawa (Ont.) Citizen, which, however, reserves the introduction till the last, and then says, "You know who I am—I am a Citizen Want Ad." It is not an unseemly imitation of the printing press' song, as the $300 prize winner's seemed to me to be, and, besides there is or should be a fellow-feeling between the printing press and the want ad. Here is the Citizen's advertisement, whose humanizing of the want ad certainly has what Doc Samuel Johnson and Doc William C. Freeman would term "human interest."

I am at your service.

Do you seek a means of accomplishing essential things quickly and at trifling cost?

I can rent your house to desirable tenants.

I can secure the right kind of roomers or boarders.

I can supply capable and experienced workers for the office, store, mill, factory or warehouse; or competent artisans or mechanics.

I can put you in touch with those who direct big business.

I can summon a new cook or other domestic helpers.

I can post you regarding the realty market and show you advantageous chances for buying, selling or exchanging.

I can restore lost articles of value.

I can get you a job that will be pleasant and profitable.

I can turn disused household goods into cash or exchange them for more wanted articles.

I can acquaint you with business chances.

I can save you money in many ways.

I can do many things that you will find essential aids in accomplishing today's needs at once.

I cost but a trifle and I act quickly.

You know who I am—I am a Citizen Want Ad.

Would not the personization be carried out just a mite better if part of the second paragraph from the last were to read, "My service costs but a trifle"?

Send "More Work" More Work.

Don't know which I like best of the two valentines I received this year—that from Mr. and Mrs. Most Easy Budd, whose reproduction Mr. Hansen beat me to, or the St. Valentine's Day blotter of Wm. Ritezel & Co., Warren, O., good printers from whom I had not before received work. I'll hear from Most Easy most any time he does something speshul, I know; but I want to remind the Ritezel folk that there are other holy-days and holidays besides Valentine's Day, and I'd like to see some more of their good work.

Lots of old friends, tested and true, I haven't heard from lately. Has Publicity brought you More Work than you can do?

A Printer Like a Map.

Poole Bros., of Chicago, "prepared and printed" and likewise presented a map of their city as a souvenir of the business printing exhibit of the recent annual convention there of the Associated Advertising Clubs of the World. The map is really handsome, and on the third page of the cover there is the following, which is the cleverest thing I ever saw on a map.

A practical, serviceable reminder of the everyday usefulness of the business printer— the man who is like a map in his ability to get you somewhere easily and economically, saving your time, your energy and your money.

Use him.

Secret Society Printers.

The extent to which specialization in job work is carried on is evident from the 80-page (booklet do you call it?) of Castor Bros., secret society printers of Indianapolis, Ind., in which interesting samples are shown. One page of advertising in which "One Cent" is displayed three times, begins: "One Cent Postal Card, wrote by you to us," etc., which is hardly the President's English; and the phrase "you cannot do more than this" is used where probably "you can do no less than this" is meant. There is a difference.

Many of the advertising phrases with which "Our Drummer" (that's the name, I find it on Page 3) abounds, are as clever as they are terse.

* * *

"THE JOURNALIST'S CREED."

The fifth edition of the Desk Book of the Missouri University School of Journalism, just issued, contains "The Journalist's Creed," written by Walter Williams, dean of the School, as follows:

"I believe in the profession of journalism.

"I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

"I believe that clever thinking and clear statement, accuracy and fairness are fundamental to good journalism.

"I believe that a journalist should write only what he holds in his heart to be true.

"I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

"I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

"I believe that advertising, news and editorial columns should alike serve the best interests of the readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

"I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient; always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world."

* * *

AN LL.D. AND M. A., YET SIMPLY JOE CHAPPLE

The Stirring Speaker and Writer Everywhere All the While

There has always been a feeling among the friends of Joe Mitchell Chapple of the National Magazine, who seems to know everybody and to be everywhere, that his fame and distinction will rest upon his laurels as a public speaker as well as an editor, author and publisher.

Now comes the Associated Advertising address flashing across the continent. Reports of his speaking at a banquet in San Francisco, where 2,000 people from all over the continent dined at one time. It is because his speeches seem to have a freshness, wholesomeness and value.

He has tried his oratorical wings on every sort of assembly, having spoken in almost every state and territory in the Union, and the people cannot understand how he can be so interesting without representing a political creed of some denomination. He is simply Joe Chapple.

Although he is not a college graduate, he wears his LL.D. and an A. M., but still remains simply Joe Chapple. One could not think of calling him Doctor, for the name that his mother gave him seems to be the one which he is determined to honor and distinguish.

Wherever he goes, he never seems to be a stranger, for over a 1,000,000 of his books, "Heart Throbs," seem to be distributed and over a half million of "Heart Songs." Just one of the good fellows everybody is glad to meet and glad to hear. He enjoys the distinction according to the Boston Daily Mail "of knowing personally more famous people than any other man in the world." This is his life hobby—just going about and getting acquainted, just making everybody who hears him like, as well as admire, Joe Chapple.

He is the orator at large in the U. S. A.

* * *

"ENTERPRISE, ENERGY AND ENTHUSIASM."

All individuals, all institutions and even newspapers are affected, made better or worse by their environments. In speaking of the kind words that have been accorded the Amsterdam, N. Y., Evening Recorder, on its birthday anniversary, editor Wm. J. Kline modestly writes:

"The spirit of the city is largely responsible for the development of The Recorder. Enterprise, energy and enthusiasm are in the air in this town, which has tripled its population in the last thirty years and has become known as one of the most important manufacturing centers in the east. The Recorder has gone along with the tide."

This is doubtless, in a large sense, true, yet it is also, doubtless, true, that to a very large extent, the Evening Recorder, in its thirty-six years, has been the inspirer of this "enterprise, energy and enthusiasm." A dead, spiritless newspaper makes a dead and spiritless city. The power of a live, progressive newspaper, filled with all the knowledge drawn from the world of progress and attainment, with an understanding of and application to, local conditions and possibilities, is almost unlimited though not always appreciated. Yet there must be a responsiveness on the part of the people. For this responsiveness the newspaper should be becomingly thankful. However, the newspaper that has to complain of the "deadness" of its city, should look well to itself in its search for the cause of the lack of "enterprise, energy and enthusiasm."

A STANDARD HOUR COST

By Geo. H. Benedict.

Why Not a Standard Hour-cost?—A report from the United States Department of Commerce gives the figures from ten thousand printing plants, aggregating sales of $251,000,000 yearly, which shows that the labor expense is 49 3-10 per cent of the operating expenses (material and depreciation not considered), and proves that the labor cost must be doubled to cover the overhead expenses.

Why Not a Standard Hour-cost?—Labor demands a weekly wage, and is presumed to deliver 48 hours of work. The employer is in luck if he sells 40 of the 48 hours for which he pays. If he sells less, it may be his own fault.

Why Not a Standard Hour-cost?—A man receiving $20 a week must produce $20 to cover his wages and $20 to cover overhead expenses. Forty dollars a week for 40 sold hours is $1 an hour, or one-twentieth of the wage.

Why Not a Standard Hour-Cost?—The overhead expenses, depreciation, non-chargeable and non-productive time are not alike in any of two plants, nor in the same plant any two months, and scarcely one printer in ten knows the meaning of these terms.

Why Not a Standard Hour-cost?—Uncle Bill Hartman invented the productive hour—a great idea that has saved millions of dollars. A standard hour-cost will result in more uniform estimates and charges and make more millions for the printers.

Why Not a Standard Hour-cost?—To be equitable, the hour-cost should give the varying cost of workmen at varying wages. Good workmen are paid good wages for being good; indifferent workmen are paid less because of lack of skill. It is not consistent to average the cost of the good and the poor workmen.

Why Not a Standard Hour-cost?—An hour-cost based on the wages paid, in simple figures and easy to compute, can be made to fit the conditions in any plant by varying the percentage added for profit.

Why Not Standardize the Hour-cost at One-twentieth of the Wage?

For Hand Work.—Divide the weekly wage of the workman by two, move the decimal point one place to the left and you have the **average** hour-cost for that man.

Why Not Standardize Depreciation at 10 Cents an Hour for Each $1,000?

For Machine Work.—Add to the operator's hour-cost 10 cents an hour for each $1,000 of the cost of the machine used.

Why Not Base Your Estimates and Charges on the Hour-cost at one-twentieth of the wage, plus material, plus a profit?

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ADVERTISING DECREASES SELLING PRICE OF GOODS

How this is done is to be shown in Great Campaign to Advertise Advertising

The following, which appeared in the Montreal, Canada, Herald, of September 21st, as a telegram of that date from Indianapolis, shows, incidentally, how knowledge and news with regard to business and all new principles and methods, are disseminated throughout America and the whole world, as well as the less valuable news of wars, accidents, crimes and other events, while giving information of great value to publishers and advertisers, as well as to buyers of things advertised:

The Executive Committee of the Associated Advertising Clubs of the World, meeting here today, gave consideration to a mammoth campaign to advertise advertising to show the public the economic value of advertising from the public standpoint.

Oddly enough, advertising has never been advertised to the public, and one of the results is that at least a great many people have asked, "Who pays for advertising?" and have even blamed advertising with increasing the cost of things.

The facts are, as business men who have studied the problem have learned, that advertising, by increasing the amount of business the advertiser is able to do, has decreased the proportion of fixed business charges to the sales, so that the advertiser, quality considered, is able to sell for less than would otherwise be possible—provided, of course, his advertising is done wisely.

The campaign, which will run its advertising mediums of all kinds, will undertake to show the public the facts in the case.

Another important action was the acceptance of applications from the strong ad clubs of Cleveland, Buffalo, Detroit and Rochester, N. Y., for affiliation with the Associated Advertising Clubs. Through this action practically every important city in the United States has representation in the A. A. C. of W., which exists to improve advertising, both through the education of advertisers to use better skill and through realizing the ideal of absolute truth in all advertising everywhere.

The A. A. C. of W. now has a membership of nearly twelve thousand, embracing practically every leading advertising man in this country, and many in foreign countries.

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NEWSPAPER EDITORIALS WINNING NEW READERS.

Chicago Writer Tells Prof. Kane of Awakened Interest in Editor's Pet Page.

University of Washington, Sept. 21.—The editorial columns of newspapers are being read more closely today than at any time since the days of personal journalism, Clifford Raymond, editorial writer of the Chicago Tribune, told Professor Frank G. Kane, of the department of journalism, when he called at the office of The Tribune on his visit to Chicago last month.

There is a note of seriousness in the content of this country's papers that has appeared since the opening of the war, Mr. Raymond believes, and with this note comes a new treatment of the editorial. It is becoming more customary for those who comment on the news to treat in a broad and philosophic manner one or two of the principal events of the day, rather than to discuss every story that makes its way into the news columns.

"The resumption of business throughout the country," Professor Kane asserted, "is being accompanied by the strengthening of newspaper production. At the opening of the war, there came an excessive demand for news, and circulation increased rapidly. Advertising revenue did not increase in proportion and the publishers sustained a decided loss. But with the return of prosperity this advertising loss is going to be overcome and the increase in circulation will remain."

During his vacation, which he spent in the Middle West, Professor Kane visited the offices of the Minneapolis Tribune and Journal, the Duluth News-Tribune, the Chicago Tribune, Herald and Daily News, and the Detroit News, Free Press and Journal—Washington University News Letter.

* * *

LEAGUE OF AD WOMEN

The League of Advertising Women held their first meeting of the season on Tuesday evening at their regular headquarters—The Rose Parlor, Prince Geirge Hotel—and arranged their program for the coming year. Their plans include a very interesting and comprehensive list of subjects. The program will be printed and can be had on application at the office of the Secretary, Miss Mabel Graswinckle, 381 Fourth Ave., New York City.

The President is Miss J. J. Martin, Advertising Manager of the Sperry-Hutchinson Company, and the Vice-President is Mrs. Caroline L. Overman of Churchill-Hall.

* * *

HOW AD CLUBS AND ADVERTISING HELP

Churches, Communities, the Y. M. C. A. and, above all, Salesmen Aided by Advertising through the Co-operation of Newspapers, Ad Clubs and "Truth in Advertising."

At a meeting of the Peoria, Ill., Ad Club, September 14th, as we learn from the Peoria Star, Arnold Joerns, chairman of the educational division of the Chicago Advertising Club, and a member of the educational committee of the Associated Ad Clubs of the World, delivered the principal address of the evening.

He spoke of how an ad club is valuable to a community and told of several campaigns that were staged by the Chicago Ad Club to help churches and other organizations out of debt and to fill the church pews on Sunday evening. He cited an instance where a Chicago church was in debt $17,000, and how the Ad Club conducted a campaign for the amount and raised in the neighborhood of $15,000 of the required amount.

"This not only helped the church in particular, but also helped the entire community in which it was located," said the speaker. It increased the valuation of property in that vicinity and also helped the community in progressing further.

He also told of how the Associated Ad Clubs of the World were co-operating with the Young Men's Christian Association throughout the country in supervising advertising courses. "Truth in advertising is the slogan of every member of the Associated Ad Club members," said Mr. Joerns. This is the foundation upon which the Associated Clubs are built.

In closing he spoke of the general educational work connected with ad writing and how the ad writer could be successful. His address was very interesting and heartily enjoyed by all the members present.

O. A. Brock, advertising manager of the Keystone Steel and Wire Company, spoke for an hour on the value of proper advertising and how it assisted the salesmen in selling their products.

He told of how the sales showed increase through the proper advertising when sending traveling men into new territory. His address was accompanied by diagrams and charts which showed the increase in sales and the amount of advertising and what kind.

"Your Peoria newspaper dailies are the best advertising mediums in Central Illinois," said Fred Johnson, editor of the Pierce Farm Weeklies of Chicago. He spoke of how the Peoria papers were circulated throughout the State and country and that they, without a doubt, were the best advertisers in the state, outside of Chicago.

* * *

NEWSPAPER CLASS TO TRY REPORTING

University of Minnesota to Teach Journalism

Schools of Journalism and departments of journalism in colleges and universities were advocated by the editor of this paper in an address before the Minnesota Editors and Publishers' Association at a convention in St. Paul in July, 1884, and it is a pleasure to note, that the University of Minnesota, after thirty-one years and after such schools or departments have been established in two score and more universities and colleges in other States, the University of the North Star State, in which the plan was first suggested and advocated, has taken up journalism education. A prophet is not without recognition except in his own State and recognition comes even there when the prophesies have proved beneficial everywhere else.

The St. Paul Dispatch of September 10th states:

Members of the class in newspaper work at the State University will do this year a large amount of practical work on the Minnesota Daily. At the beginning of the course, with the opening of school next Wednesday, members of the class will be assigned duties on the reportorial staff of the Daily and will be required to do a fixed amount of regular work every week in addition to attending lectures three times a week.

No Control Over Daily

The department of journalism will not, however, have any control over the policy or the management of the Daily. These will be entirely in the hands of the regular board and staff as heretofore. The aim is simply to give the students in newspaper work a chance for practical experience and to give the Daily the benefit of such services as the class can render.

TRUE, GENUINE ADVERTISING A TREMENDOUS FORCE FOR GOOD

The Rotary Clubs have been holding a convention in Indianapolis, and among other things, discussed the all-absorbing subject of advertising.

The Star, of September 15th, tells of a discussion at a luncheon, and incidentally of a ninety-four-year-old Rotary veteran, as follows:

While good advertising, backed by sound business policies and methods, stimulates business and frequently will put on a profitable basis a business which is too small to meet overhead expenses, advertising alone will not make an unsound business a sound business, asserted John L. Clough, of the advertising agency bearing his name, at the luncheon of the Rotary Club at the Claypool Hotel recently.

Mr. Clough's talk was about advertising. He warned his audience that it is pure fallacy to argue or expect advertising to "put over" visionary schemes or any sort of business which is radically defective.

"I don't know why," he said, "but many persons seem to believe there is a mysterious, invisible, magic influence that accounts for the remarkable results sometimes accomplished through advertising. As a matter of fact the only magic about it is the magic of hard work, intelligent study, careful planning, persistence and qualities such as are recognized as necessities in other forms of success. I want to say that, in spite of the many crimes which have been committed in the name of advertising, true, genuine advertising in a tremendous force for good."

Says Brains are Required.

The speaker explained that the reason some advertising fails is because the advertiser does not put the brains, thought and work into the "copy" that he should. He also explained the working of an advertising agency and how it helps the man seeking business get what he wants more quickly than the man can do it himself. The advertising agency was compared to the lawyer and physician.

The club had as its guest Charles Woodward, ninety-four years old, known as Uncle Charley. He is the oldest Rotarian in the world. He came to Indianapolis a few days ago from San Francisco, Calif.

Banquet of Chicago Printing Crafts Association, Sept. 21st. (See page 662)

* * *

SAVES PEOPLE'S MONEY

Through the efforts of the vigilance committee of the Milwaukee Advertisers' Club fake concerns have been kept out of the city and it is estimated that the public has thus saved half a million dollars in a year.

In an evening meeting on September 23rd, which women will be privileged to attend, the Club will be addressed by Herbert S. Houston of Boston, president of the Associated Ad Clubs of the World.—Milwaukee News.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice at Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - - Associate

Official Paper of the National Editorial Association. Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

Advertising Rates promptly furnished upon application.

CHICAGO, ILLINOIS, OCTOBER, 1915

"To find and use the big idea in advertising," is declared by Homer McKee of the Russells M. Seeds Company, to be the secret of successful advertising. The idea may be purity, durability, high quality, "standardization," special ability, service, economy or cheapness—get a big, central winning idea in your advertisement.

* * *

Truth should be the foundation of all the contents of a newspaper, whether the same be news, the telling of passing events, or commercial, the making known of trade opportunities through advertising, which is business news and should be doubly reliable. But truth is not inconsistent with all that is entertaining and dramatic. Truth is often stranger than fiction and properly told may be made enthralling.

* * *

The other day an elevator in a Portland, Me., hotel, overloaded with the brains and avoirdupois of ad men, in attendance on an ad meeting and banquet, fell five stories. However, the emergency brake worked and no one was injured—which is a good advertisement for the safety appliance. The incident called attention to the fact that the ad men are busy away up in the Pine Tree State as well as elsewhere.

* * *

After realizing from reports coming from all parts of this country as to the stupendous, useful, educative work being done by Educative and Executive Committees of the Associated Advertising Clubs of the World, the thought comes as to how great an opportunity the National Editorial Association has been neglecting all these years. Advertising is but one part of newspaper making, though an important one. How much greater a field is open to educate the public as to the press and all its work, usefulness and possibilities. An N. E. A. Educative Committee should be created.

* * *

A leading Chicago jeweler claims that with a falling off of an average of seventy-five per cent in the jewelry business he has kept his business up within six per cent of normal by persistent advertising. Why not? Advertising creates desire and thereby is a creator as well as a winner of business. There is no business wisdom in concluding there is no business to be had because times seem unpropitious. There is nothing the matter with this country except a diversion of attention from the possibilities and opportunities. There never was a better time than the present for the exploiting of everything made in America. The wealth of the country has been increased and there is no lack of money. There is only a feeling of uncertainty fastened by the timid who have, by the lack of nerve, faith and as, we believe, real business acumen or foresight, ceased the usual efforts for promotion, through efficient advertising. All business lives by and through well founded faith, backed by resources.

* * *

The Holyoke, Mass., Transcript, recently gave over an issue to the intelligent, progressive women for an Equal Suffrage edition. Loyalty, high ideals and enthusiasm inspired and sustained the ladies through weeks of tireless, hard, concerted effort. The result was a twenty-four page suffrage section, filled with original communications and entertaining and informing matter, most perfectly and logically arranged and classified. The paper's liberality and consideration, naturally won golden opinions for the ladies, one of whom, doubtless voicing the sentiments and the well-earned, honest, good opinions of all the rest, declared:

"To my mind the Transcript stands for the best. If I see it in the Transcript I am sure it is right and I am influenced.

This is splendid endorsement and is fully justified by the declared, working principles of the paper:

"The Transcript is on the firing line of progressive ideals for better living and social justice, and it daily uses its ammunition for the right, as it sees it. It's all a matter of education, this coming up to ideals. There is slight intuition about it. It's just climb on and up—using your mind and energies all the way."

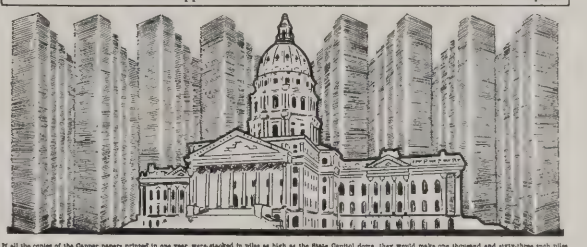
STATE PROMOTION THROUGH THE HOME PRESS.

ABOVE all else the home press reflects the character, the business, industrial, commercial, educational, governmental and social conditions of the city, county and state of publication. For this, among other reasons, no other agencies exist that are so well adapted to the promotion of city and state. The newspapers of Minnesota, in view of these facts, and with promised recognition, aid and co-operation by those having the good of the state at heart and actuated by the spirit of loyalty and patriotism, arranged for a united effort through a "Newspaper Week" from October 10th to 16th, to give many thousands of dollars in space without any other reward than that of the good to be done, for making known the attractions, the advantages, the resources and opportunities of the North Star State. The Blue Earth County Enterprise of September 17th has the following in an editorial as to the plans now being carried out:

"It is the desire and anticipation of those who are promoting Minnesota's coming 'Newspaper Week' that at least one million papers be sent broadcast to friends in other states, setting forth to the world the advantages and resources of your home state. To bring about this result there must be sincere, patriotic and enthusiastic co-operation on the part of all citizens of the state. It means that when you have read your local paper that you will mail it to some friend in an adjacent or distant state, that you will purchase additional copies if your purse will permit, in furthering the cause. The newspapers of the state will give thousands and thousands of dollars of space to the advancement of the state, and without fear of contradiction, we can safely say that during the week from Oct. 10th to 16th, Minnesota will be made a household word throughout the Nation. The one thing we desire to impress upon Minnesota people is that their papers are making a contribution greater than any other business would think of doing and they are doing it freely with no hope of reward other than the good which will result to all. The united move can have but one result, the upbuilding of the North Star State and the enhancement of the value of every acre of tillable land. The Enterprise is making arrangements to observe this week by publishing a sixteen-page paper on October 15th. One man who has investigated what we are doing has placed his order for 500 extra copies, indicating that he is pleased with the publication which will be issued on 'Newspaper Week.' There should be hundreds of others in this vicinity who should be willing to order at least twenty copies. By all means do not wait until the paper is issued and then expect to get the extra copies."

This answers very well as an explanation and an example of the plans being carried out by the enterprising, progressive newspapers of Minnesota. Then, while donating so much with commendable liberality for the upbuilding of the state, will not be without incidental and substantial reward. The greatest benefit will be the justly earned reputation for enterprise and public spirit, and the results coming from the encouraging and cultivating local or home and state loyalty understanding and pride. The story of the farmer who went to a live real estate agent to sell his home place, and, on reading the agent's advertisement, rushed down to contract for the place advertised as just his ideal and found that it was his own farm that was advertised with all its advantages and attractions as viewed after careful investigation and study by the agent, willingly paid the agent the agreed commission and kept the old home with sincerest gratification, contains a great deal of truth. He had never before realized how valuable and how full of possibilities of comfort and profit was the farm on which he had lived all his life. A newspaper can not do a better service than that of making people acquainted with all the beauties and advantages of their own homes, their own community, city and state to get the people to co-operate with newspapers in spreading abroad the gratifying and newly understood facts as to the home resources and blessings, will result in good to the home people as well as those in other states looking for new

One Year's Issues of the Capper Publications Contrasted With the Kansas State Capitol



If all the copies of the Capper papers printed in one year were stacked in piles as high as the State Capitol dome, they would make one thousand and sixty-three such piles. Stacked in one pile they would reach as far into the sky as the distance from Topeka to Kansas City.

See pages 757, 58, 59

and better opportunities or surroundings. The way to make men strong in any faith is to set them at work proclaiming and defending the doctrines. The same is true as to the faith in one's community, city or state.

There is another thing as to useful public service by the newspapers and that is the fact that whatever helps to build up city or state helps to build up the newspapers.

* * *

A STATE TREASURER LEARNS THE VALUE OF NEWSPAPER ADVERTISING.

The Norwich (Conn.) Record contained the following in a recent issue, that illustrates value, for which the National Editorial Association has been contending for years, of official advertising, as to all state, county and city financial affairs, both as to collections and disbursements:

"The treasury department of the State of Connecticut has become firmly convinced that newspaper advertising pays. A little more than a week ago the department inserted an advertisement in the Record and in other state papers, advising owners of investment bonds, etc., that their holdings were subject to taxation under the investment law passed at the last session of the legislature and that persons who wished to study details of the working of the law could get pamphlets by writing to the office of State Treasurer Frederick S. Chamberlain. As a result the office has been swamped, not only with tax payments, but also with requests for information. On Monday the treasurer had to branch out into an extra office, with an added staff of clerks, and five or six more clerks will be taken on this week or next week."

Hundreds of thousands of public funds have been received on the one hand and saved on the other, through proper advertising. Publicity makes and keeps officials and the people posted.

* * *

GETTING TOGETHER OF ADVERTISERS

It is wonderful with what rapidity advertising has come to be recognized as something of highest utility that is to be studied, improved, systematized, brought under ethical rules and treated in every way as a practical science and a real profession. The wonder would be greater were not the wonder still greater, that the true, broad recognition of advertising as a responsible, useful branch of knowledge, of human activity and useful service more general in demand and use than sciences, professions and practices of law or medicine—should have been for so long neglected.

Once awakened to the practical value of a scientific, practical study of advertising, and to its relations to business, human welfare and morals, advertisers, everywhere, are showing an activity in efforts for acquiring correct knowledge and evolving right principles, that well might be imitated even by teachers and preachers, to say nothing of the still greater need among lawyers and physicians. The practice of law, today, is at a much lower ebb and in need of greater reforms in practice, in efficiency, in the application of the highest principles of ethics in the interest of right, justice and the well being and protection of the people than ever was the need of advertising, that was at times used to deceive and defraud with results dangerous even to human morals and human lives.

These thoughts were awakened by reading in the Indianapolis Times the following notice:

The Advertisers' Club of this city will give a dinner at the Claypool Hotel September 21st to enable men who use advertising to become better acquainted and to discuss advertising problems.

Anyone interested in any phase of advertising is eligible to attend. Cards may be procured from any member of the Advertisers' Club or at the Chamber of Commerce.

Among out-of-town persons who have signified their intention of being present are: W. H. Ingersoll of Ingersoll watch fame, who will talk twenty minutes on price maintenance; Lafe Young, Jr., of the Des Moines Capitol, Des Moines, Ia., to speak on the responsibility the newspaper entails in accepting advertisements; Walter Cherry of the Merrill Soule Company, Syracuse, N. Y., is to talk on the associated clubs as a public institution; Herbert Houston of Doubleday, Page & Co., New York City, president of the associated clubs, will likely discuss, "How the Advertising Clubs Help Business"; Frank A. Black, an advertising manager of Boston, has been requested to tell retailers something about the ideals and methods of that department store; Rowe Stewart of the Philadelphia Record, Philadelphia, Pa., will give a short talk regarding the preparations Philadelphia is making for the next national advertising convention.

Other men prominent in advertising affairs have been invited. The list includes William Woodhead, San Francisco; W. C. D'Arcy, St. Louis, Mo.; William H. Johns, New York City; John Clyde Oswald, New York City.

* * *

Notices of such occasions are, every day, appearing in the newspapers of cities, great and little, throughout the Union. How much they mean for honesty and efficiency in business can scarcely be computed.

Coöperation, specialization, system and pre-

paredness, with understanding and highest ethical ideals as to obligations, honest duty and service are among things taught on these occasions and they are the things most needed in all walks or callings in American life. For everyone to know his work and to understand its value, its possibilities, its obligations, and to be on hand, at all times, to meet, honestly, conscientiously, efficiently, intelligently and promptly all demands of useful service, are the things greatly lacking and much needed in all labor and business as well as in the professions.

* * *

IT PAYS TO ADVERTISE.

It also pays for newspapers to keep everlastingly at informing their readers of this fact and educating them as to all the value of advertising to both venders and purchasers, whether those readers are advertisers or non-advertisers, and, more especially, if they ought to be advertisers and fail to appreciate their opportunities. The fact is, that advertising may be made valuable to vastly more people than those whose business is generally considered as demanding publicity; farmers, mechanics, physicians, churches, fraternities, benevolent and educational institutions. Whoever has that which others ought to possess or use, whether manufactured goods, materials, implements, machines, services, ideas, or anything else, should deem it a privilege and duty to advertise. Advertising is educational and is needed as much by all as it is by those who sell or serve. The following from an editorial in the Amsterdam (N. Y.) Evening Recorder of September 18th could be profitably republished, without apology, by every newspaper in the United States and then should be followed up with like thoughts and facts every day, week or month:

"It certainly pays to advertise.

"The merchants who believe this and act accordingly are the merchants who are making money.

"The merchants who don't are those who are running behind every year because of lack of customers.

"There may be exceptions, but they do not affect the soundness of the rule.

"The psychology of advertising is not so difficult to understand.

"The things that are uppermost in our minds are the things that we read about and hear talked about.

"Advertising and its results illustrate the power of suggestion.

"We buy the articles that are advertised; we go to the play that uses the most newspaper and billboard space.

"The man who has anything to sell must 'toot his horn' or the buyers won't come to him.

"It makes no difference that what he has to sell is no better than the offering of some other fellow.

"The crowd knows about it; it knows nothing of the other fellow's goods.

"Nearly everybody advertises in one way or another.

"It's contrary to medical ethics to advertise in the newspapers, but the doctor who gets into print in a news item the fact that he has just performed a serious operation is advertising his professional skill.

"The lawyer who gives to the press his victory in an important suit is doing the same thing.

"The minister who gets the newspaper to print his sermons is advertising himself and his church.

"It may be noted, by the way, that the churches quite generally, of late years, have come to see the value of advertising.

"For success in life of a substantial kind, two things are necessary. One is to be able to do something well and the other is to let the public know that you can do it well.

"This is the beginning of the Golden Age of advertising.

"We say the beginning, because it is only of late years that the possibilities of advertising have been understood.

"No sane person, nowadays, disputes its value.

"Every man always realized that a few lines tucked away in an obscure corner of a newspaper, attacking his character, would be likely to do him serious injury.

"But how slow most men have been in coming to appreciation of the fact that judicious use of the press could do them and their business a lot of good!"

* * *

ADVERTISING COURSE BEGINS

Ways of advertising, such as how to use type and ink to the best advantage and how to effectively present an argument by the printed page, are to be taught by the University of Wisconsin extension division. Vinton M. Pace, president of the Milwaukee Ad Club, has charge of the class which will assemble every Friday night for thirty weeks at 8 o'clock at the University Extension building, corner Oneida and Van Buren Streets.—Milwaukee Evening Wisconsin.

SPECIAL ISSUE CELEBRATING CITY'S CENTENNIAL.

THERE is much more, from our view point—as editor and publisher of a journal intended to improve and advance journalism and typography and to aid newspaper makers and printers in practical ways toward higher and more useful accomplishments, greater and more worthy success—in a special or anniversary issue of a newspaper, than the facts connected with the objects or occasions exploited or promoted. All these extra editions are likely to reveal more of the professional ideals and real motives; more of the business methods and organization, as well as of the mechanical equipment, arrangement and possibilities of excellence in production than do the regular numbers from day to day or from week to week. The whole force of the paper is put on its mettle and all resources utilized for best and greatest accomplishment, and a revelation of the highest and best possibilities results in benefit to both the outsiders and the workers and a step forward is taken that will be retained, and every subsequent issue of the paper is likely to be better than were any of the previous issues. Special anniversary issues are likely to prove markers of progress and improvement.

The Greenville (Ill.) Advocate in its Centennial Edition of September 27, 1915, certainly reached an achievement that must prove an inspiration in the coming weeks, as well as a matter of pride, encouragement and congratulation. It contained seventy-two pages, printed in nine eight-page sections and was the largest of any newspaper ever printed in that rich section of the great State of Illinois. All the work was done in the office with the regular equipment of type and machinery and by the regular force. The issue tells much for the completeness of the equipment and the ability, carefulness and efficiency of the workmen.

While W. W. Lowis, one of the long-time, well known and popular editors of Illinois, is at the head of the firm, the honor for splendid results achieved in this number are due to Editor Will C. Carson and City Editor Frank P. Seawell. These planned and carried out or directed the work, and, besides all else, made the advertising feature a satisfactory financial success. One thing may properly be noted by others, who may plan such an edition, all the sketches, which are numerous, were paid for at advertising rates as were the cuts inserted. This fact speaks well for the sound business sense of the publishers and the fairness, enterprise and just appreciation and liberality of the public spirited business men and citizens. These sketches and illustrations afforded the very best kind of advertising for the individuals, businesses and institutions concerned and, incidentally for the city itself.

The Advocate is a semi-weekly with a large regular circulation. Thousands of extra copies of this popular centennial edition were sold and ought to help toward a permanent increase in circulation.

This number is certainly a marvel in its line. The pages are pleasing in clear, clean, white and black. The type is attractive, the composition and presswork of the highest quality. These features allure and the contents do not disappoint the expectations that have been raised by the paper's enticing appearance. The first section, while treating largely of current events, contains articles especially appropriate to the anniversary features. The proposed State-wide celebration of the Centennial of Illinois is ably treated under the title, "Preparing for the Big Centennial in 1918." Greenville was a town in territorial days and three years older than Illinois as a state. The center two columns, at the top of this first page, are very appropriately given up to the story of "Greenville, the Prairie Queen," told in versical rhymes, through which flow the sentiments of home pride and love, of heroism, patriotism, civic righteousness and progress. The happy thing for the whole country is that while Greenville has a just right to celebrate all these glories in verse, there are hundreds of other beautiful, small cities of the Republic that may justly join in like, glad refrains.

The following are the two closing stanzas of these verses, that were written by W. H. Taylor:

O, priceless record of glorious deeds,
And proudly that record each patriot reads;
Undimmed is the light of Freedom's fires
By patriot sons of gallant sires.
Greenville, still standing for civic pride,
In justice and strength shall ever abide,
She'll enhance the fame of her name, I ween,
The beautiful, peerless, Prairie Queen.

Through smiles and tears, through hopes and fears,
She's lived and flourished a hundred years;
She hitched her chariot to a star
Her gates of beauty stand ajar;
Her life of grandeur well begun,
She stands resplendent in the sun
And in the moon's soft silvery sheen—
Our own Pure—Peerless—Prairie Queen.

An instructive article on the same page tells

of the origin of the plan and the strenuous work required in getting out this great edition from which we learn that the paper contains 380 engravings, that the columns set end to end would reach two and a half miles, while the copies, if spread out, would reach 101 miles. On the third page in a signed editorial, Editor Will C. Carson gives credit to each person who helped in the production and the local circulation of this great number, and, among other good things, says:

hallowed ground up to now the spirit that has marked the transactions of the men and women of Greenville, has been the spirit of a people in whose eye flashes the spark of patriotism, and in whose breast beats the heart that is true to God, to home, and to native land.

And it is our rare pleasure and responsibility today, as one of the newspapers that reflects the pulsing life of each day, to stand up and tell the story plainly and simply of the life of this people, to recount their deeds, in word and picture, to tell the story of the pioneers, the tales handed down by tradition, to follow the advancement of the village through its various vicissitudes and to come down with it, hand in hand, until to-

1815 CENTENNIAL EDITION 1915

PIONEER SECTION

The Greenville Advocate

PIONEER SECTION

COMMEMORATING THE ONE HUNDREDTH ANNIVERSARY OF GREENVILLE

LOWIS & CARSON, PUBLISHERS. GREENVILLE, BOND COUNTY, ILLINOIS. FIFTY-NINTH YEAR.

WONDROUS STORY OF GREENVILLE, RICH IN HISTORY AND CHARACTER OF HER CITIZENSHIP

Milk Sickness in Madison County in 1815, Led George Davidson to Found Greenville, Now Noted for Its Milk Business.

STORY OF THE COMING OF FIRST SETTLERS

How Greenville Was Named and What It Looked Like Back Yonder Hundred Years Ago. How She Got County Seat.

(BY WILL C. CARSON)

ONE HUNDRED years ago, a virgin forest marked the place where Greenville stands today. For countless ages these lofty trees had lifted their heads to the balmy breezes of springtime and the chilling blasts of winter, untouched by the hand of man, save possibly for the friendly caress of the Indians, who believed in the conservation of our national resources and spared the tree.

Seasons had come and gone and the tranquility of the scene was undisturbed. Perhaps here Indians had built their campfires, had erected their wigwams, and perhaps here were the scenes of tribal conflicts, but so far as is now known it was left to the year, 1815 to witness the coming of the first white settler

History records that "milk-sickness" in the family of George Davidson, who lived in Madison county, was the motive which prompted him to move over into Bond and drive the stakes of a new town which, in this, the year of our Lord 1915, is noted, not for milk-sickness, but for one of the greatest milk industries in this part of the country. Strange coincident it is that Greenville's first settler fled from his habitat in Madison county because of milk-sickness and founded a town which, less than 100 years later became famous for its milk business. And perhaps Greenville's milk industries would not have been founded yet had it not been for the milk-sickness in Mr. Davidson's family.

It is true that settlement in Bond county was made prior to 1815, but not in Greenville. Such settlement was made in other parts of the county

City's First Brick House

This is the picture of the old brick house which stood at the corner of Main and Sixth streets for many years. It was the home of Samuel White, who came here in 1818, and built one of the first houses, and it was also the first post office. The old brick building was torn down about 15 years ago

their untiring labor and their firm determination have evolved from the forest primeval "the best little city on the map."

It is related that in his search for a home, George Davidson was attracted by the rolling hills and the clear spring water, and long years afterward, and even until the present day, the pastures now owned by J. M. Miller of this city bear testimony of the fact that there certainly must have been an abundance of clear spring water near Davidson's home 100 years ago, because there is even now.

Diligent research has failed to throw much light upon the character of George Davidson. The records show that he entered 160 acres of land where Greenville now stands, on September 27th, 1816. He obtained the patent from his excellency, James Monroe, president of the United States, on April 29th, 1825. This land is described as the southeast quarter of section number 10, township 5, north, range 3, west of the line Blurdell, resided at Healdsburg, California, in 1876, and in a letter to The Advocate at that time, stated that her brother and the Rev. Green P. Rice who followed George Davidson here, laid out some lots in the western part of Greenville. This plat of the old town was never recorded, and the story goes that one day Geo. Davidson, in a fit of anger, tore up the plat and watched it burn to ashes in the fire place.

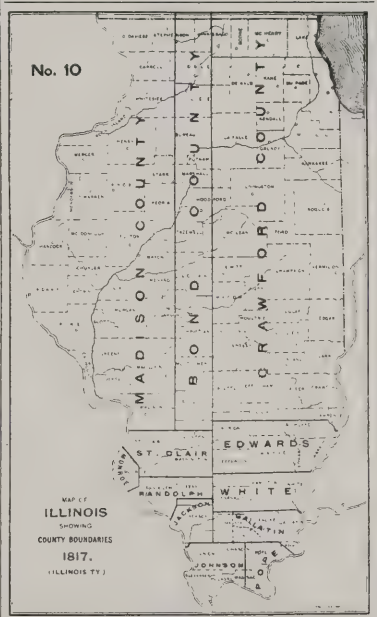
Subsequently the existence of this plat made trouble for people who purchased lots when the town was finally laid out. This part of the town then laid out as the original town, is now Davidson's addition.

In a short time after Mr. Davidson settled in Greenville, he moved to the lot at the southwest corner of Sixth street and Main avenue, as it is now known, directly across the street south of the John Baumberger homestead. Here he opened a tavern, and in so doing again proved himself a public benefactor, for Davidson's tavern was for many years a Mecca for the wayfaring men as well as a most convenient loafing place for those of the early gentry who were wont to meet and swap stories through the long winter evenings.

Following up this trend of historical data, we quote from the history of Greenville written by Will C. Carson of The Advocate, in 1905, because subsequent research has failed to shed any additional light on this matter. The History of Greenville says:

"About this time the Reverend Green P. Rice arrived from Kentucky. He bought a part of George Davidson's land and, together with Samuel Davidson, opened the first store in Greenville. It is said that this store was only large enough to hold comfortably one wagon load of goods. The store was located on what is now Main avenue and Sixth street. Mrs. Blundell, in her letter, stated that Mr. Rice became involved in some trouble about some slaves he brought from Kentucky, and, selling his interests to Cyrus Birge, left the country. James, Ansel and Cyrus Birge, three brothers, came to Greenville from Poultney, Vermont. Cyrus kept the store until 1824, when he sold his stock to his brother, Ansel, who carried on the business for eight years. Ansel Birge, during this time, married Miss Millicent Clay Twiss, a sister of Willard Twiss, to whom he sold the store in 1833, and

This Map Shows the Size of Bond County in 1817



the singing school teacher and the school master, and many a time in early days did the youngsters of Greenville willingly obey his dictum, as he stood in the doorway of the school house and cried, "Books, books, come to books." His cories were

CHAPTER II

TURNING now briefly to a general survey of Bond county, we note at the outnet that it was a part of the new country of the Northwest Territory, which was

of county government was never effectually set up, and soon ceased to run.

On January 4th, 1817, Bond county was created, a parallelogram, 24 miles wide from east to west, and about 600 miles in length, reaching from a line six miles south of its present southern boundary, to Lake Superior on the north. After 1819, it gave liberally of its territory until it was reduced to its present size. A slice of the south end was given to Clinton, another on the east to Fayette, and portions of Montgomery, Christian, Sangamon, Logan, Tazewell, McLean, Woodford, Marshall, Putnam, Bureau, Lee, Ogle, Winnebago, and Stevenson counties were created out of Bond.

Thus we see that Bond county, which gave so liberally of her territory, has the same spirit of broad-mindedness and liberality today.

Bond county was named for Shadrach Bond, the first governor of Illinois, and was one of the original fifteen counties represented at the constitutional convention of 1818.

Thomas Kirkpatrick and Samuel G. Morse represented the county in this convention, which formed the first state constitution. At this election for conventioners there were three candidates, Morse, Kirkpatrick and Martin, although but two were to be elected. The issue was slavery and anti-slavery Morse and Kirkpatrick were against slavery, but Martin was non-committal. Some lively Tennesseans concocted a scheme to ascertain Martin's views.

Quoting from the History of Greenville: "They called him to one side and told him that they, as well as some of their friends in Tennessee, wanted slavery admitted so that they might bring their slaves here. Their plan was successful, for Martin said, 'Boys, don't say anything, but I am for slavery.'

"The boys did say something, however, and Martin was defeated. Geo. Davidson, founder of Greenville, was one of the clerks at this election.

"In giving of her territory and in being represented at the first constitutional convention, Bond county is justly entitled to be denominated one of the corner stones on which has been laid the superstructure of present day prosperity of the great northwest.

"Permanent settlement of Bond county was made prior to 1811, but

It is a wonderful story that The Advocate has to tell today. It is the story of a century. And more than that, it is the story of OUR century. The first one hundred years of the life of Greenville is here portrayed to the best of our ability.

Ours is a priceless legacy, and ours is a story of valorous deeds, done in the days of chivalry, done in the days of Civil strife, and done in the days of commercial ascendancy. And no matter in which period, these deeds have been done faithfully and well, for that is the way Greenville people do things.

From the time our great grandfathers settled on this day, and then to show to the world what we have here now.

* * * * * * * *

Such an edition as this is only possible under conditions which have existed during all the time this work was on; a capable and tireless staff in every department; men who have the interest of the paper at heart, and who do not balk at big undertakings. Such are the men who have done the work on this edition.

* * * * * * * * *

The Advocate has a wonderful support on the part of the business men and citizens in general, in this great

undertaking, and we wish at this time to express our sincere thanks for this support.

The people have been very good to The Advocate in its various undertakings and especially so in this. To tell the truth, we thought a 20-page paper would be the limit when we started work on this edition. When it reached fifty pages we thought surely this was all. But it kept growing and added interest inspired us to push on till 72 pages were reached.

And so, with this effort of The Advocate now passing into history, we set our face toward the dawn of the new century in the history of Greenville. In this The Advocate hopes to have a part as it has in the past and declares here and now its earnest purpose to try to serve the people better and better as the years go by.

This page also shows portraits of all the different editors of the paper, seven in number, from 1858 to 1915, and of these only two are living, W. W. Lowes and Will C. Carson. The late George M. Tutham gave the longest term of service to the paper, twenty years, from 1873 to 1893, while W. W. Lowis was editor, 1893 to 1908, fifteen years. This section also contains the portraits of the pastors of the local churches as well.

The second section, the upper half of the first page of which is reproduced herewith, is, as shown, devoted to the early pioneer days and the sturdy pioneers, of whom portraits two score are given. They were mostly from New England, and comparing these portraits with those of the present day, gives an interesting lesson as to the great changes that have come in the American types of men and women in a hundred years. The stories of the early days—of the opening up of the business, blighting diseases, organizing local government, establishing courts, building of mills, establishing new industries, schools, churches and other institutions, fighting the battles of freedom, as well as the biographies of the early day actors in all that was necessary to the opening up of the new land and building homes—furnish intensely interesting reading. The securing all the matter, illustrations and portraits for this section must have occasioned a great deal of careful research and patient labor, but the result was worth all the effort.

The following first court records indicate something of the great changes as to customs, living and taxation in the hundred years and less. In 1817 the Court of Bond County assessed taxes for the coming year as follows:

For each bond servant or slave, 16 years old, 100 cents.

For each bond man, 21 years old and upwards, 100 cents.

For each horse creature, 3 years old, 50 cents.

The commissioner returned the list of taxes assessed, for this year, which was transcribed and amounted to $279.50, and the sheriff is charged with the same for collection. This is the entire amount of taxes assessed in Bond County for the year 1818, when Bond County was 25 miles wide and extended north to Lake Superior.

* * * * * * * * *

In the Bond County court records of Sept. 7, 1819, there is an entry in the record which states that for the retailing of spirituous liquors, the following prices shall be paid:

Whiskey or brandy, ½ pint	12½c
Rum, ½ pint	25c
French Brandy, ½ pint	18¾c
Wine, ½ pint	25c

The court not only governed the saloonkeepers' rates for retailing, but issued an order stating the price to be charged by tavern keepers as follows:

Breakfast, dinner and supper	25c
Feed for horses	12½c
Stabling and forage, night	37½c
For bedding, per night	12½c

The third section of the issue, giving the record of a hundred years, is devoted to "Public Service Rendered in Peace and War, Linking the Past with Present." In 1817 Greenville had military companies, "organized chiefly for keeping alive the spirit of patriotism." There was no fear of militarism in those days, but it was believed to be patriotic to prepare for the country's defense. Greenville citizen soldiers took worthy part in the Black Hawk, the Mexican and the Civil Wars, of which inspiring accounts and reminiscences are given with portrait of the ranking officer of Bond County in the Civil War and a fine illustration of County Soldiers' Monument. The Civil War history begins with the statement, that—"In the history of Greenville, there should be no chapter of more general interest than that which tells of the 'brave boys in blue,' who went out in '61 to '65 to fight for the perpetuity of the American Republic."

It was written by Col. John B. Reid, the ranking officer from Bond County, and tells the stories of all the volunteer companies, and of the battles in which they were engaged and is filled with incidents of heroic deeds and of glorious patriotism. It is to the honor of American citizenship and citizen soldiers that like history and narratives may be written for every city and county of the Republic. The biographies of pioneers are enlivened with such records of loving sacrifices and attainments as to impress one with the thought that Peace hath her victories no less renowned than those of War.

One of the features is telling of Cupid's work of those early days and the giving of the marriages celebrated in the County from September 2, 1817 to June 27, 1821. This published record will be of intense interest to the children and

descendants of those happy early day marriages, though they may be scattered to other and distant states, possibly themselves as pioneers in the distant and developing West. It will help in times of genealogic research in awakening old memories or tracing relatives and friends. The local churches are also given a page in this section, with their history, the names of their several pastors during the century and splendid illustrations of the church buildings, some of them of especial architectural beauty. Any one affiliated with a church, or that has lived in a city of many churches, will realize how interesting and how sweet and grateful the memories that will be awakened by this page.

The press always has its place and this section is very properly closed with the recollections of a former local editor, who tells of the characteristics and customs of the people, the whiskered men, the professional men and their long tailed coats, "Prince Alberts, Prince Edwards, and the beloved spiked tails," and the women with "full skirts, hoops, bustles and last, but not least, bangs," and of the peculiarities of the early day editors and the political leaders, the pretty college girls and the business men. The editor, evidently, was among the people to take notes and remember them, whether he published them or not.

The fourth section is called the "Wanderers' Section" and the contents certainly show that the "wanderers" have made good. Some are lawyers, some are teachers, some are bankers, some judges, some railroad men and some in other walks of life, but all remember their boyhood days in Greenville and their reminiscences are of human interest and will be read with pleasure by all reached by this issue of the paper, who have wandered from their boyhood homes carrying with them boyhood memories. Here is the closing stanza of a poem by J. C. Nicholson, a native of Bond County, now a teacher at Champaign, that reflects the feelings of one of the wanderers that are not foreign to all wanderers.

And when I get up in heaven—by the marvels of His grace—
I expect to find a section for the old Bond County race.
I expect to see it perfect, jest as it was years ago,
With its old clay hills and hollers and the folks I used to know.
I expect to meet old neighbors peggin' round with looks serene,
And I hope to see some people just as green as I was green.
But I'll also seek some wonders, never seen or felt before,
And when I've been round among 'em and have learned my earthly score,
I expect to make two journeys that surpass my mortal skill;
They'll be up to Bill Pusey's and down to Brown's mill.
—J. C. Nicholson.

The reminiscences as well as the splendid half-tone portraits show that Greenville and Bond County have bred strong men, clear-headed, bright, intellectual, manly and handsome withal.

Sections Five, Six, Seven, Eight and Nine give more general and varied matters, telling how Greenville was occupied in the different blocks and shows how the city looked fifty-eight years ago and giving in a graphic manner the early history of the whole town, with added "new stories of the old time," and biographies and portraits of many of the old and present day teachers, ministers, legislators, doctors, judges, business and professional men and public officials; articles with regard to existing firms and companies, industries and institutions. Among names of those who lived their lives and have passed away, we have noticed those of three—a minister, a teacher, and a judge—who seem to have been especially useful during their lives and to have left a deep impression upon the people whom they served. Of the teacher who was principal of the Greenville public schools for fifteen years, it is said that "He undoubtedly was the very ablest and most extraordinary school man that Illinois has ever had. There is no doubt whatever but that his old-time students and friends among whom there are hundreds in every walk of life, will agree that no report of his life and service can be too glowing, to set forth the excellence of his character or of his services.

Of the judge who lived to the age of 97 years, was lovingly known and spoken of as "The Grand Old Man," a name he had earned by his noble principles and high character and by his bright, clear thoughts given on public occasions that have become guiding ideals in the community.

The minister, the Rev. Thos. W. Hynes, D. D., who became pastor of the Greenville Congregational Church, succeeding Rev. John Ingersoll, father of Robert Ingersoll, in 1852, and who lived to the age of 89, 8 months and 29 days, served for twenty years as County Superintendent of Schools and was at one time owner and publisher, with his son, of the Greenville Advocate. Of him it is stated:

"Rev. Hynes was a man of strong convictions and he was absolutely fearless in speech. He espoused the cause of right at all times regard-

less of consequences and he never compromised with the Devil on any proposition.

"His life and character has left its impress on the people of Bond County and more than another hundred years will have passed away before the least of us will have forgotten his personality or the memory of the things for good that he accomplished."

Greenville has been fortunate in forbears, and the Advocate renders a great public service in recalling and telling of the lives of such men. It is a kind of service that ought to be more frequently rendered by newspapers throughout the land. We are not of those who believe that the former days were better than these, but the former developed many stronger characters whose lives and works made the better conditions possible and these are to be remembered as an inspiration for the now that still better days may come in the future. We have made a study of this edition of The Greenville Advocate and have done so with the view of pointing the way to other newspaper makers and yet have not written half that we could.

We would like to write more of the showing that is made of Greenville of today and of how much of great instructive interest there is to write with regard to a modern up-to-date city, especially as regards schools, public or private, and all the industrial and benevolent institutions and agencies. For these the American editor, has, as a rule, only to look around him, yet there is profit in looking abroad to other cities in order to know wherein greater progress is possible.

The ninth section very appropriately, to the extent of two pages, treats of the schools and the press in two articles under the captions respectively, "Greenville is Unsurpassed in School System," and "The Press Has Been Big Factor in Growth of City." These two should ever be associated in the great forces of education, of promotion, progress and growth.

⁂ ⁂ ⁂

A reduction of one half in the leased wire cable rate service for the press at night has been announced by the Postal Telegraph Cable Company. This is certainly good news for the great morning dailies. The cost of cable telegraph service, on account of the demand for news of the World War, has been a heavy tax on the American press at a time when the advertising patronage has been none too good on account of timidity caused by the same terrible calamity to the whole human race and the feelings of uncertainty, as to coming events and conditions, engendered.

WASHINGTON REFORMS HER BAD BOYS BY TEACHING THEM NEWSPAPER MAKING

University of Washington, Oct. 1.—Five inmates of the reformatory at Monroe are taking correspondence courses in journalism. Seven have enrolled, one completing the work and one dropping out.

These members of the "University of Another Chance" make use of their instruction in newspaper writing in the publication of "The Index," the reformatory periodical. Their average age is 20 years.

The student who completed the work has been dismissed from the reformatory, and is succeeding in newspaper work.

There could not well be anything more reforming and uplifting than the teaching of the "Ethics of Journalism" as worthily set forth in the code of ethics of the School of Journalism of the University of Missouri, printed elsewhere in this issue of the National Printer-Journalist. The teaching of useful service and responsibility or obligation is the most needed in all our homes and schools.

⁂ ⁂ ⁂

COURSES FOR PRINTERS OFFERED IN EXTENSION.

Instruction in Cost Finding and Estimating by Correspondence, Intended to Improve Business

University of Washington, Oct. 3.

Two courses for the master printer, cost finding and estimating, are announced in a leaflet that is being distributed by the extension division of the University of Washington. The publication is devoted entirely to business courses that are available to the people of the state, by correspondence.

"There is a general tendency to improve the business administration of the printing plant," the announcement runs, "and it is the aim of these courses to supply that need in the State of Washington. The cost finding work is based on the standard cost finding system, which has been approved by the Printers' Cost Commission. This renders the system one uniformly used and applied by most successful printers in this and foreign countries. The estimating course is based on work produced by the Master Printer and has been compiled after many years' experience and at great cost.

"The need of a more complete and accurate system of caring for the printing business has brought as a corresponding need the better education of the employing printer. Four years ago the percentage of printers making a profit was so small it could hardly be computed. Today it is a fact that more than 62 per cent of these same employers are not only making a profit, but are living as many other business men. The standard of education necessary for a successful printer should place him above the average employer, and this movement has been a great power in accomplishing this end."

In connection with the work offered through the extension division the instructor, Professor F. W. Kennedy, will from time to time visit districts where there are sufficient groups of employing printers for the purpose of studying office conditions and needs, if the printers so desire.

UP-TO-DATE, ILLUSTRATED, FEATURED ADVERTISING

To gain attention, to be in touch, with the times, and with current events, to convince at a glance that the goods offered are needed

We Aim to be Upright

In our dealings and we put our meats UP RIGHT, making it easy to Cook, Carve and Consume them.

Penhiter's Market, Mapleton

"SHUCKS, I don't see why I shouldn't spend my money while I'm alive! I'll be a long time dead." How often you hear some people say that! If they follow it they generally spend all they have QUICKLY ENOUGH, and when trouble comes they are left UNPREPARED to meet it. Troubles, like bombs from aerial craft in the war, often drop out of an apparently CLEAR sky. The only SAFE, SENSIBLE, SANE way is to keep a BANK ACCOUNT going

First National Bank of Mapleton

IF you are fond of *bologna* you will appreciate the *quality* of the kind we have on hand. Like the sausage we sell, it is *good* all the way through. One *satisfied* customer in the hand is better than two *disgruntled* ones in the bush. That's why we try to render first class service.

HUND'S MEAT MARKET

ANDREW HUND, Proprietor - - Mapleton, Minnesota

and of qualities that are of the highest and best; that service offered will be honest, prompt and, in every way satisfactory, are the important features of good, effective advertising. All these desirable things are pretty well secured in the advertisements contained well secured in the advertisements herewith shown of one-half size reproductions of

DO your gutters and leaders need repairing or replacing? Look them over carefully now, and if they are not in good condition call on us. We will give you a low figure and do the job right. It doesn't pay to let your tinning get into such bad shape that your house will be damaged. Cheaper in the end to have us doctor the tin work up or replace it entirely.

JOHN TYLER--- Leiferman Building Mapleton, Minn.

September 17th, of the Blue Earth County Enterprise, Mr. H. C. Hotaling's model Minnesota weekly newspaper.

* * *

"THE COMING NEWSPAPER"

This new book, edited by Merle Thorpe, professor of Journalism in the University of Kansas, is a valuable contribution to the increasing number of professional treatises on newspaper making.

Professor Thorpe is a practical newspaper man, with broad experience and has proved himself an able teacher of the calling. In this work he availed himself of the views and experiences of leaders in the calling. As told in the Foreword:

"The material in this book was prepared upon assignment by the editor, who had obtained, by means of a questionnaire sent to one thousand men and women in public and private life, suggestions as to the most vital problems connected with journalism today. Some of the chapters were used originally in the form of addresses and discussions during Kansas Newspaper week, held under the auspices of the University of Kansas, May 10-14, 1914.

"The first chapter, from which the book takes its title, not because of its virtue as a 'leader,' but because it seems to cover the scope of the later chapters, is the the result of an intensive study of journalistic conditions during the past eight years while the writer was a teacher of journalism at the Universities of Washington and Kansas. Practical experience preceding this on both the editorial and business sides of rural and metropolitan journalism brought to the study a sympathetic point of view."

The following list of topics that are treated by the able gentlemen named, affords the very best possible idea of the broad scope and the practical value of this work:

"The Coming Newspaper," by Merle Thorpe, University of Kansas; "Tainted Journalism, Good and Bad," by Dr. Washington Gladden; "Some Weaknesses of Modern Journalism," by Oswald Garrison Villard,

New York Evening Post; "The Clubber in Journalism," by Isaac D. White, New York World; "Unto Whomsoever Much is Given," by Melville E. Stone, Associated Press; "A Modern Type of Country Journalism," by Ralph Tennal, Atchison Globe; "A State License for Newspaper Men," by Barratt O'Hara, Lieutenant-Governor of Illinois; "The English Substitute for the License Plan," by Percy S. Bullen, London Telegraph; "A Code of Ethics for Newspaper Men," by James Melvin Lee, New York University; "Government Regulation for Press Associations," by Roy W. Howard, United Press Association; "Community Service," by Frank LeRoy Blanchard, Editor and Publisher; "Symposium: Giving the Public What It Wants," by Norman Hapgood, Harper's; Dr. Lyman Abbott, The Outlook; George Fitch; Dr. Charles M. Sheldon; H. J. Haskell, Kansas City Star; Hamilton Holt, The Independent; Oswald Garrison Villard, New York Evening Post; Lawrence F. Abbott, The Outlook; "The Second Candle of Journalism," by Richard H. Waldo, New York Tribune; "National Advertising for the Country Press," by George Hough Perry; "Things to Tell the Merchant," by Marco Morrow, The Capper Publications; "Circulation Problems," by F. M. Ball, New York Tribune; "Appendix: Bureau of Accuracy and Fair Play," by Isaac D. White, New York World.

In this extraodinary article, Professor Thorpe gives very broad, practical and optimistic views of the newspaper and properly advocates a good deal of space to what he designates as "Rural Journalism in the United States, including as it does 19,000 weeklies, and 1,000 dailies in towns with populations ranging from 500 to 2,000."

Of the calling as a whole he states, "Journalism is infinitely more purposeful today than ever before; it has assumed greater responsibilities; it has acquiesced in the general feeling that it is at least a quasi-public utility."

This book will prove of great, direct real value to all newspaper makers, if carefully read and its suggestions studied and the teaching applied.

The real responsibilities and practical ethics of Journalism are most forcibly brought out by Melville E. Stone under the topic: "Unto Whomsoever Much is Given."

Ralph Tennal, of the Atchison Globe, teaches a great deal that is of practical worth to every newspaper man, under the head of "The Modern Type of Country Journalism," in which he tells of the writing and reporting by E. W. Howe and his reporters, on the Atchison Globe, a country daily that he has made to pay a profit of more than $20,000 a year. Not less valuable are the matters found, as brought out by the able authors, under the five topics last named in our enumeration above, and these will receive separate consideration, later, in these pages.

The book is published by Henry Holt & Company, of Chicago, at $1.40 net.

INTEREST IN ADVERTISING

An eastern newspaper conducted an investigation for the purpose of finding out the relative interest in the different departments of the paper. In this particular sports were valued the highest, with advertising next. Similar investigations, not to mention the information contained in the results secured, prove that advertising is one of the leading departments of a newspaper.

A few busy men, generally those who give no thought to the wishes of the public, look upon advertising as a nuisance, foreign to newspaper making and tolerated only because of the returns it brings.

But publishers, merchants and advertising men know better than this, for experience has taught them that advertisements are read carefully and with great interest. When the paper happens to be crowded the busy man feels that his rights have been violated and that in some way he has been cheated, but although the paper may be out of balance, the advertisements which he scorns are the most interesting reading to a majority of the people.

The idea that advertising is merely the filler of a newspaper is all wrong; such a theory has been exploded. There have been several attempts to establish newspapers without advertising and they have failed. All of this is preliminary to the announcement that the Journal is carrying some highly interesting stories in its advertising columns these days, stories that are rich in information and abundant in opportunities.—Lafayette, Ind., Journal.

PAST-PRESIDENT POMEROY TO BE PRESENT AT THE N. Y. CONVENTION

Chambersburg, Pa., October 1, 1915.

Dear Mr. Herbert:—I enclose my check for advance subscription to National Printer-Journalist.

I regretted very much that I could not be with you in California, but business engagements at home made it absolutely impossible. I would have liked very much to have seen the dignity with which friend Hosmer presided over the deliberations and also to have assisted in the election of our good friend Rountree. I am going to be with you all in New York next year, where, I understand, friends Oswald and Higgins are already at work preparing to give the Association the best time it has had in its history. With warm personal regards, I am

Yours truly,
A. NEVIN POMEROY.

It is to be hoped that all the living Past-Presidents will attend the great N. Y. Convention, and also hundreds of the old members. An opportunity will be afforded for a happy reunion.

STUDENTS MAKE SURVEY OF WEEKLY NEWSPAPERS.

Relation of Circulation to Population in Washington to be Determined by Class.

University of Washington, Oct. 2.

A survey of the weekly newspapers of the State of Washington is being made by the class in newspaper management at the university. The purpose of the work is to find out the relation of the circulation of the weekly newspapers to the population of the county and state. Later this will be compared with the figures of other states.

Ayer's Directory of Newspapers is being used, and letters will be sent to all publishers who have no circulation stated in the directory. The information received will be used for classroom purposes only.

REVIEW OF JOB PRINTING

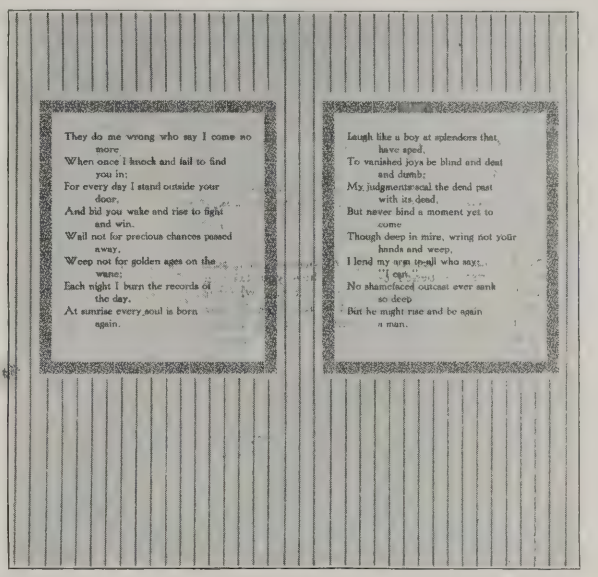
Address All Communications to E. S. Hanson, Box 321, Chicago.

IN opening a bunch of specimens from O. Eugene Booth, Creston, Iowa, I noticed first a membership card for the Union County Buy-At-Home Club. While the printer has gone to considerable trouble to make this membership card attractive and dignified, he has allowed himself to lapse in one very important particular, and that is the use of the coarse leader lines for the name of the member and his address. The short line leaders is not in keeping with the dignity and importance of a membership card. The member's name on a narrow card like this should have a line by itself and should be provided for with a straight rule, rather than leaders. His address should have another line, also on straight rule. This seemingly unimportant change would make a wonderful difference in the appearance of this piece of printing.

The next piece of work to attract my attention in Mr. Booth's bunch of specimens is a letterhead for The Laymen's Gospel Team. Really, Mr. Booth, don't you think that you have overdone the matter of the use of capitals on this letterhead? My eye seems to hurry over the letterhead and back again, to see if there is not something to break the monotony of plain roman capitals, but there is none. Even two lines of italics for the headings "Members" and "Quartette" would have helped some; and I cannot really understand why the titles under the names at the top of the head should be in the same type as the names themselves.

Your program for the Westminster Guild is a delightful piece of work in two shades of brown, so far as general effect is concerned. There seems to be something radically wrong with the alignment of the body type on the second and third pages, which should not have been allowed to go through. I notice, also, that on the third page, some of the names have points after them while others do not. The points might well have been omitted in all cases, but in any event, the style should have been uniform.

The "opportunity" poem is well designed and is worthy of a little better and heavier stock than that on which it has been printed.


They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake and rise to fight and win.
Wail not for precious chances passed away,
Weep not for golden ages on the wane;
Each night I burn the records of the day,
At sunrise every soul is born again.

Laugh like a boy at splendors that have sped,
To vanished joys be blind and deaf and dumb;
My judgments seal the dead past with its dead,
But never bind a moment yet to come.
Though deep in mire, wring not your hands and weep,
I lend my arm to all who say, "I can."
No shamefaced outcast ever sank so deep
But he might rise and be again a man.

The card for the stock farm is a very good piece of work, but would have been improved by the use of a vignetted half tone instead of using one with a square finish and a heavy line around it at that.

✧ ✧

This department is not anxious to furnish cost estimates on various pieces of printing, but does so occasionally. One of our friends has just asked for an estimate, and a price has been sent him which is a sort of rough and ready figure and I believe is approximately correct. At least it will not be open to the criticism of not being sufficiently high, as was an estimate which was published in this department some time ago.

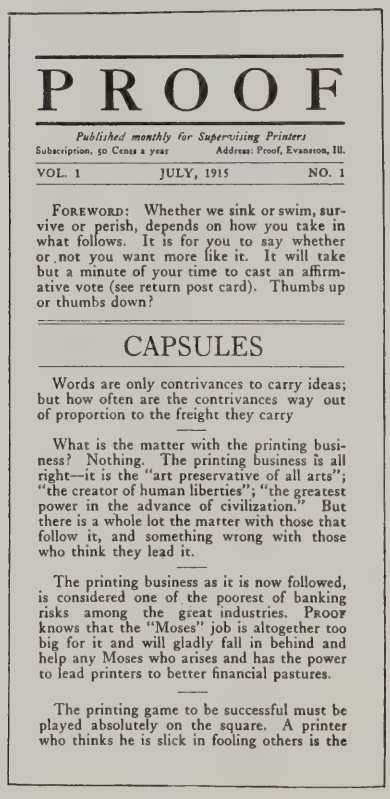
✧ ✧

I am pleased with some specimens sent in by Tom Carrigan, Defiance, Ohio. They have a strength and virility about them which is decidedly attractive. The window card advertising the picture show would, in my opinion, have been better if printed on a softer and more refined shade of board. The strong red ticket board is scarcely suited for this kind of work. The catalogue and bulletin covers in brown are

very good, as is also the typography and copy of the mailing card giving eleven reasons for subscribing to the Daily Crescent News. The cover of the Defiance College annual catalogue is good, but would have been improved by avoiding the square effect at the bottom. This matter should have been run down in an inverted pyramid.

✧ ✧

R. O. Vandercook, the Chicago proof press man, has decided that he ought to have a house organ in which to exploit the merits of his proof presses, as well as to tell printers throughout the country a number of other things which are worth knowing. Of course,



PROOF

Published monthly for Supervising Printers

Subscription, 50 Cents a year Address: Proof, Evanston, Ill.

VOL. 1 JULY, 1915 NO. 1

FOREWORD: Whether we sink or swim, survive or perish, depends on how you take in what follows. It is for you to say whether or not you want more like it. It will take but a minute of your time to cast an affirmative vote (see return post card). Thumbs up or thumbs down?

CAPSULES

Words are only contrivances to carry ideas; but how often are the contrivances way out of proportion to the freight they carry

What is the matter with the printing business? Nothing. The printing business is all right—it is the "art preservative of all arts"; "the creator of human liberties"; "the greatest power in the advance of civilization." But there is a whole lot the matter with those that follow it, and something wrong with those who think they lead it.

The printing business as it is now followed, is considered one of the poorest of banking risks among the great industries. PROOF knows that the "Moses" job is altogether too big for it and will gladly fall in behind and help any Moses who arises and has the power to lead printers to better financial pastures.

The printing game to be successful must be played absolutely on the square. A printer who thinks he is slick in fooling others is the

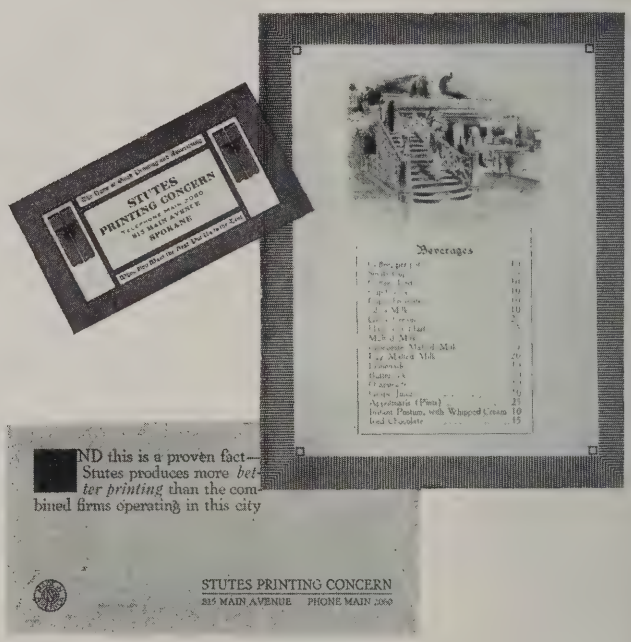
there is just one logical name for such a house organ—that is, "Proof." It opens up with several pages of shop talk calculated to ginger up the printing business as a whole. Mr. Vandercook is a man of ideas, and as he is responsible for most of the matter in this little house organ, it goes without saying that it is worth reading. In addition to exploiting Vandercook proof presses, it also has several pages of advertisements from other manufacturers who have seen the value of the wide circulation which this little booklet is receiving.

✧ ✧

It is a pleasure to note, as stated in a recent letter from Mr. W. B. Prescott, Secretary of the I. T. U. Commission on Course of Instruction in Printing, that the enrollment is in excess of 6,000. This course is such a valuable one, however, that enrollment really should be several times this number. The commission is getting out some valuable printed matter from time to time, the latest being a booklet entitled "The Thinking Hand." We would suggest that printers who feel they ought to be taking this course of instruction, send for this booklet or any other printed matter which the officers may feel like sending them, addressing the Commission at 624 Sherman St., Chicago.

✧ ✧

I am pleased to have from the Stutes Printing Concern, Spokane, Wash., a business card, a blotter and a tea room menu. The card is absolutely a delight in a combination of white, black and gold. The blotter is a typographic



success, but has been produced without due regard to the rules of grammar. The tea room menu would be very effective but for its eye-straining border. I should prefer to see this border printed in a tint. As it is, it reminds one of an optician's test card for astigmatism and is not by any means easy to look at.

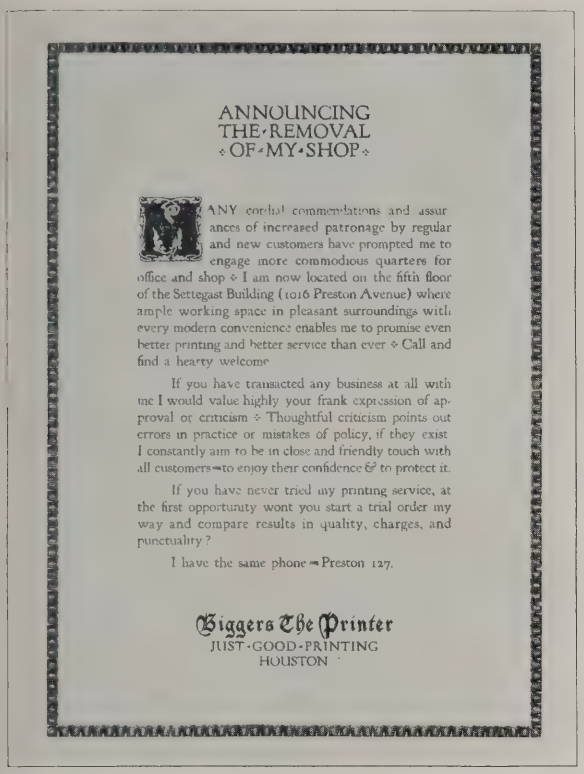
✧ ✧

As showing the excellent embossing qualities of Buckeye cover, the Beckett Paper Company of Hamilton, Ohio, sends out a sheet of double thick brown Buckeye antique finish on which is embossed an excellent representation of the Liberty Bell. This is worked out in considerable detail and is a most attractive piece of work. In connection with this is a little folder giving a description of the bell and

the various occasions on which it has been rung.

✧ ✧

Biggers, the Houston Printer, recently moved his shop, the announcement being made in a very attractive mailing folder which was sent out at the time. Biggers seems to have been too busy lately to send much work to this department, but we are pleased to show a reproduction of this announcement. While we do not begrudge him his success by any means, we would be very glad indeed if he could take time enough once in a while to send us a bunch of specimens.



ANNOUNCING
THE·REMOVAL
·OF·MY·SHOP·

MANY cordial commendations and assurances of increased patronage by regular and new customers have prompted me to engage more commodious quarters for office and shop ✧ I am now located on the fifth floor of the Settegast Building (1016 Preston Avenue) where ample working space in pleasant surroundings with every modern convenience enables me to promise even better printing and better service than ever ✧ Call and find a hearty welcome

If you have transacted any business at all with me I would value highly your frank expression of approval or criticism ✧ Thoughtful criticism points out errors in practice or mistakes of policy, if they exist I constantly aim to be in close and friendly touch with all customers—to enjoy their confidence & to protect it.

If you have never tried my printing service, at the first opportunity wont you start a trial order my way and compare results in quality, charges, and punctuality?

I have the same phone—Preston 127.

Biggers The Printer
JUST·GOOD·PRINTING
HOUSTON

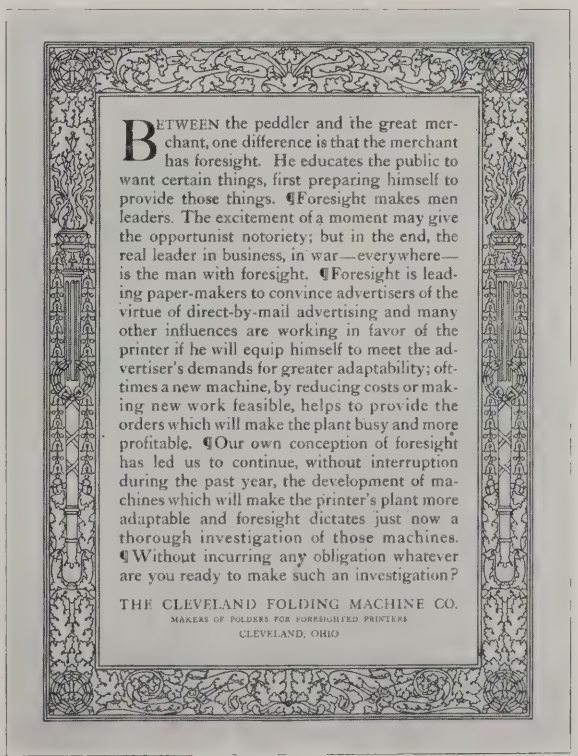
✧ ✧

I have a delightful catalogue which comes direct from Dodge Brothers, manufacturers of motor cars at Detroit. In a personal letter, Mr. G. H. Phelps, manager of the advertising department, calls attention to the unique and distinctive treatment of this catalogue. The story is told principally by means of illustrations and no attempt has been made to elaborate upon the merits of the car in the text matter, this being confined merely to a technical description of the car. The object has been, as stated by Mr. Phelps, to let the car speak for itself through these familiar scenes. In each one of these illustrations, it will be noted in the reproduction, the car itself stands out in bold relief, while the surrounding scene is subordinated. The illustrations are handsomely done in two colors, and would, I imagine, be almost prohibitive for a concern doing business in anything smaller than high grade motor cars. The drawings are by Mr. John D. Woodruff of Chicago and the engraving and printing by the Cargill-Peninsular Company of Detroit. The

copy was prepared by the Dodge advertising department.

✧ ✧

The Cleveland Folding Machine Company gets out an almost uniformly excellent grade of printed matter. The latest piece of work is



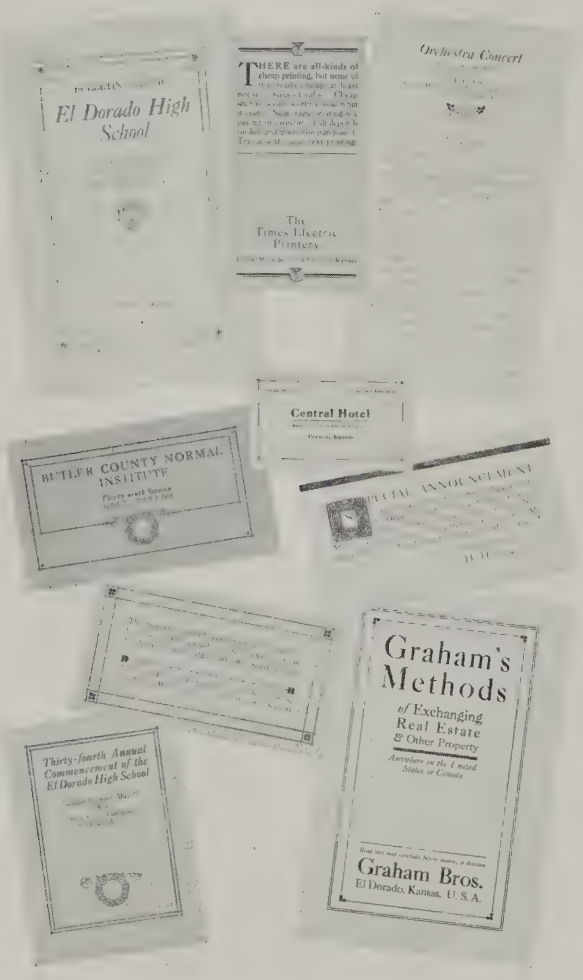
BETWEEN the peddler and the great merchant, one difference is that the merchant has foresight. He educates the public to want certain things, first preparing himself to provide those things. ¶Foresight makes men leaders. The excitement of a moment may give the opportunist notoriety; but in the end, the real leader in business, in war—everywhere—is the man with foresight. ¶Foresight is leading paper-makers to convince advertisers of the virtue of direct-by-mail advertising and many other influences are working in favor of the printer if he will equip himself to meet the advertiser's demands for greater adaptability; oftimes a new machine, by reducing costs or making new work feasible, helps to provide the orders which will make the plant busy and more profitable. ¶Our own conception of foresight has led us to continue, without interruption during the past year, the development of machines which will make the printer's plant more adaptable and foresight dictates just now a thorough investigation of those machines. ¶Without incurring any obligation whatever are you ready to make such an investigation?

THE CLEVELAND FOLDING MACHINE CO.
MAKERS OF FOLDERS FOR FORESIGHTED PRINTERS
CLEVELAND, OHIO

sent in a large envelope of the same stock. The stock and border are in two shades of brown, while the type matter is in dark green. this letter-size sheet which is folded once and

It would be difficult to find three more at-

tractive letterheads in one bunch of specimens than these three sent in by H. Emmet Green, El Dorado, Kan. These are all on white stock. The head for Taliaferro & Miller is in black, the one for the El Dorado Floral Company in green, and the one for E. D. Black is a combination of black and orange. On this latter, the single word "Hardware" is in orange, together with the three ornaments. It may be objected by some that the head for Taliaferro & Miller is somewhat overbalanced on the right,


El Dorado High School
Orchestra Concert
The Times Electric Printery
Central Hotel
BUTLER COUNTY NORMAL INSTITUTE
Graham's Methods
of Exchanging Real Estate & Other Property
Graham Bros.
El Dorado, Kansas, U.S.A.
Thirty-fourth Annual Commencement of the El Dorado High School

but I scarcely think this a valid objection. Another head in colors, for the Logan Sign Works, I do not like so well. The initial ornament in the center is entirely too heavy. It should have been lighter and with a larger space for the initial, allowing an initial larger than the main line to be used. While this initial is of the same font as the rest of the line, it really looks smaller. The other work, consisting of covers, cards and programs, is very satisfactory indeed.

✧ ✧

The Ben Franklin Club of Cincinnati has one of the most attractively made up association organs, as the reproduction of this first page will show.

BEN FRANKLIN WITNESS

Published for and Devoted to the Interests and Welfare of the BEN FRANKLIN CLUB OF CINCINNATI, OHIO

Volume VI — Cincinnati, September 27, 1915 — Number 39

OPEN ESTIMATING AND COST SCHOOL

Mr. Theodore Turner, Cost Expert, Has Been Employed By the Club to Teach Cost and Estimating—School Opens In Club Rooms, Monday, Sept. 26

During the past dull summer months the Directors of the Ben Franklin Club have been meeting faithfully every week and discussing means by which they could revive interest in cost work and estimating, believing that the Club could do an immense amount of good by employing a cost expert who would visit all the offices in the city whether members of the Club or not and correct, and where necessary, install cost systems free of charge to the printer.

This great and good work was begun last week, the directors employing Theodore Turner, a well known cost expert, to do this work, and his first week has brought forth so many encouraging reports to the secretary that the directors already feel that they have been more than repaid for the extra expense on account by making this move.

Mr. Turner will visit every member of the Club and will be pleased to go over your cost systems, check it up and make suggestions. Monday, September 27th, at 1 p. m. at the Club rooms a class will be started to teach cost and estimating, every member should send his cost clerk to this class. The principles of cost and estimating will be taught each form will be gone into in detail special notice will be given in the Monthly Summary Sheet (Form 5-H).

The proper method of making an estimate will be taught. Every printer in these days realizes the importance of a properly made estimate. By sending your cost clerks, estimators, bookkeeper and salesmen to this class it may mean the saving of many dollars to you and will increase the efficiency of your office. Many thousands of dollars are lost on jobs in this city through errors in the figuring of stock alone. Let us endeavor to save these dollars by training those who do estimating to make accurate records.

The directors hope that every member of the Club will see the necessity of sending someone to the Club rooms to receive the benefit of men who have made a study of cost work and estimating, and there receive instructions along these lines. It is their desire that classes be held every day and if possible to hold evening classes for employes who can not spare the time to attend during the day.

OPENING LUNCHEON

At the

HOTEL METROPOLE
GRILL ROOM

Tuesday, October 5, 1915
At 12:15 Sharp

Price Fifty Cents
(No Tip)

SPEAKER WILL BE ANNOUNCED IN NEXT ISSUE

Come and bring a guest with you and get better acquainted at these popular get together luncheons.

This work is being done without any cost to the employer except the time his employe is out of the shop attending the classes and this time will be more than repaid by the knowledge that they will receive in obtaining costs and making estimates.

Anyone wishing further information about this work can get same by telephoning the secretary's office, Phone Canal 1631.

What would the merchant think of a printer who went all over town looking for the lowest price on a pair of shoes or a suit of clothes? Yet there are too many merchants who wear out shoe leather finding what printer will do their work the cheapest.

MOST SUCCESSFUL OUTING EVER HELD

Well Attended Outing and Get-Together Meeting At Philippi's Garden, Saturday Evening, Sept. 18, Was the Best Ever Given By the Ben Franklin Club

Notwithstanding the inclemency of the weather last Saturday night, sixty-nine members and guests of the Ben Franklin Club attended the outing and get-together meeting at Philippi's Garden, Westwood, and were well repaid for their trip, as the meeting was one of the most interesting from many standpoints ever given by the Club.

A tempting chicken dinner was served by "mine host Philippi" (he is justly entitled to the honor for these dinners), and after partaking thereof, the gathering was called to order by President Downey and the business of the regular monthly meeting was disposed of.

The principal business of the meeting was the changing of the Constitution regarding the membership of the supply houses, now active members of the Club. At a meeting of the Directors on September 7, the supply men were invited to meet with the Board and the question of being active or associate members was discussed. It was the unanimous opinion of those present that they become associate members instead of active members. This matter was taken up at the meeting last Saturday evening and voted on by the Club members, according to the Constitution, and the change was unanimously carried.

President Downey stating there was no further business to be disposed of turned the meeting over to Mr. Kroner, Chairman of the Social Committee, who said:

Mr. President, Ladies and Gentlemen: The program for this evening, I trust, will be very interesting to you inasmuch as you will have an opportunity to hear what you may expect of the Chairmen and Chairwarmers of the various Committees for the remainder of their term of office.

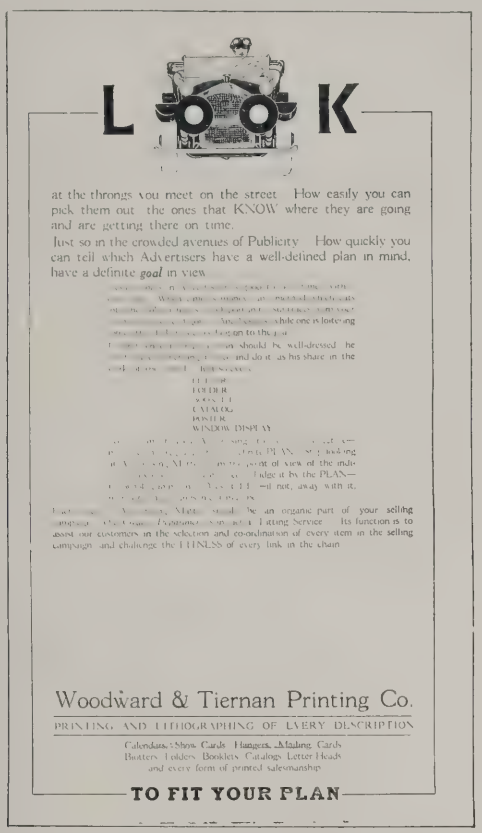
It is not within the province of the Social Committee to pick out any shortcomings on the part of these various executives. On the contrary the purpose of

The "Al-Cor" is a new house organ published by the Alling & Cory Company, paper dealers,

The farther away you send your money the longer it takes it to get back home.
QUALITY AND SERVICE
THIS IS STRATHMORE ALADDIN COVER. MEDIUM WEIGHT, CLOUDS

to promote their business. With the issue, which I have in hand, comes the wall card here shown, which combines good sense with good printing.

The Woodward & Tiernan Printing Company of St. Louis has a creative department which is designed to help in the matter of getting up advertising copy and layouts. What it is trying to do is explained, to some extent, in the piece of printing here reproduced. This came through the mail folded in neat shape with some illustrations on the other side designed


L O O K
at the throngs you meet on the street. How easily you can pick them out—the ones that KNOW where they are going and are getting there on time.
Just so in the crowded avenues of Publicity. How quickly you can tell which Advertisers have a well-defined plan in mind, have a definite goal in view.
Woodward & Tiernan Printing Co.
PRINTING AND LITHOGRAPHING OF EVERY DESCRIPTION
Calendars, Show Cards, Hangers, Mailing Cards
Blotters, Folders, Booklets, Catalogs, Letter Heads
and every form of printed salesmanship
TO FIT YOUR PLAN

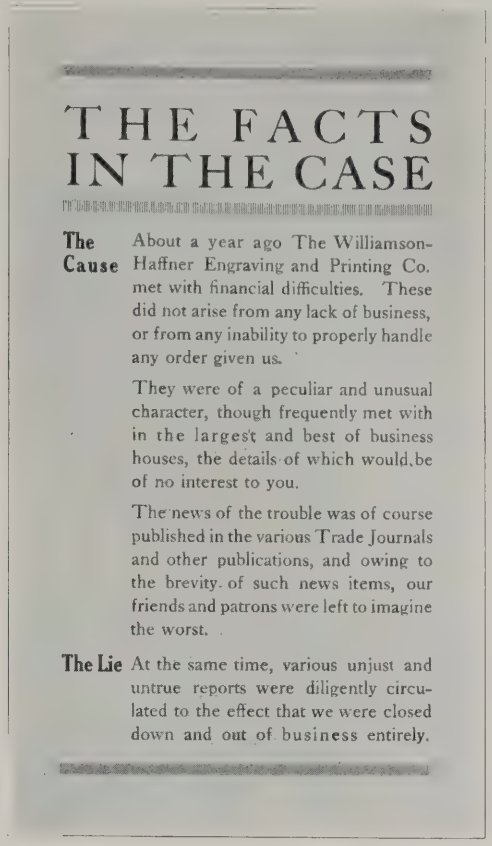
to create curiosity, and a mailing card enclosed for the man who is interested.

✧ ✧

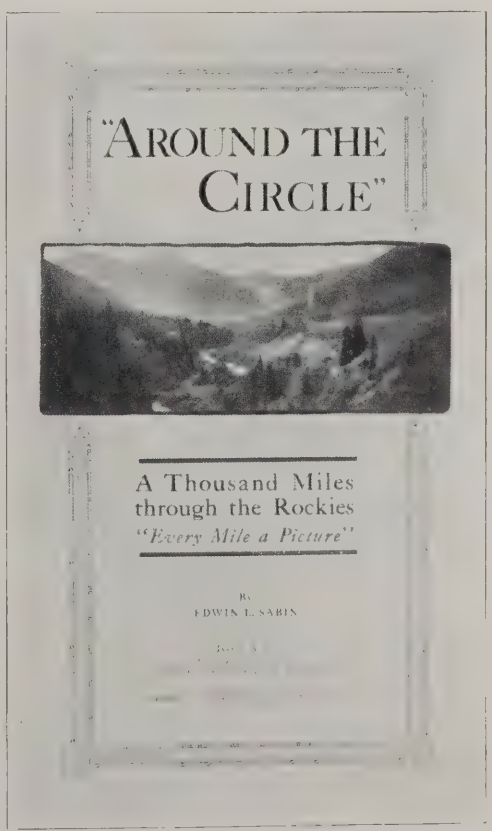
Robert E. Crane, foreman on the Rockdale Reporter, Rockdale, Texas, sends a delightfully executed letterhead and envelope. I should like very much to show them, but as they are on dark gray stock a satisfactory reproduction would be almost impossible. In this connection I would like to suggest to all contributors that on important work on dark stock, which they are sending to this department, they also send a black-and-white proof, so that it can be reproduced if desired.

✧ ✧

A personal letter, together with a little booklet, announces a change in name of the Williamson-Haffner Company at Denver to the Brock-Haffner Press. It is a pleasure to hear these people say that the outlook for the future was never better and that with ample capital back of their new concern, the prospect looks pleasing indeed. I trust that we shall see


THE FACTS IN THE CASE
The Cause
About a year ago The Williamson-Haffner Engraving and Printing Co. met with financial difficulties. These did not arise from any lack of business, or from any inability to properly handle any order given us.
They were of a peculiar and unusual character, though frequently met with in the largest and best of business houses, the details of which would be of no interest to you.
The news of the trouble was of course published in the various Trade Journals and other publications, and owing to the brevity of such news items, our friends and patrons were left to imagine the worst.
The Lie
At the same time, various unjust and untrue reports were diligently circulated to the effect that we were closed down and out of business entirely.

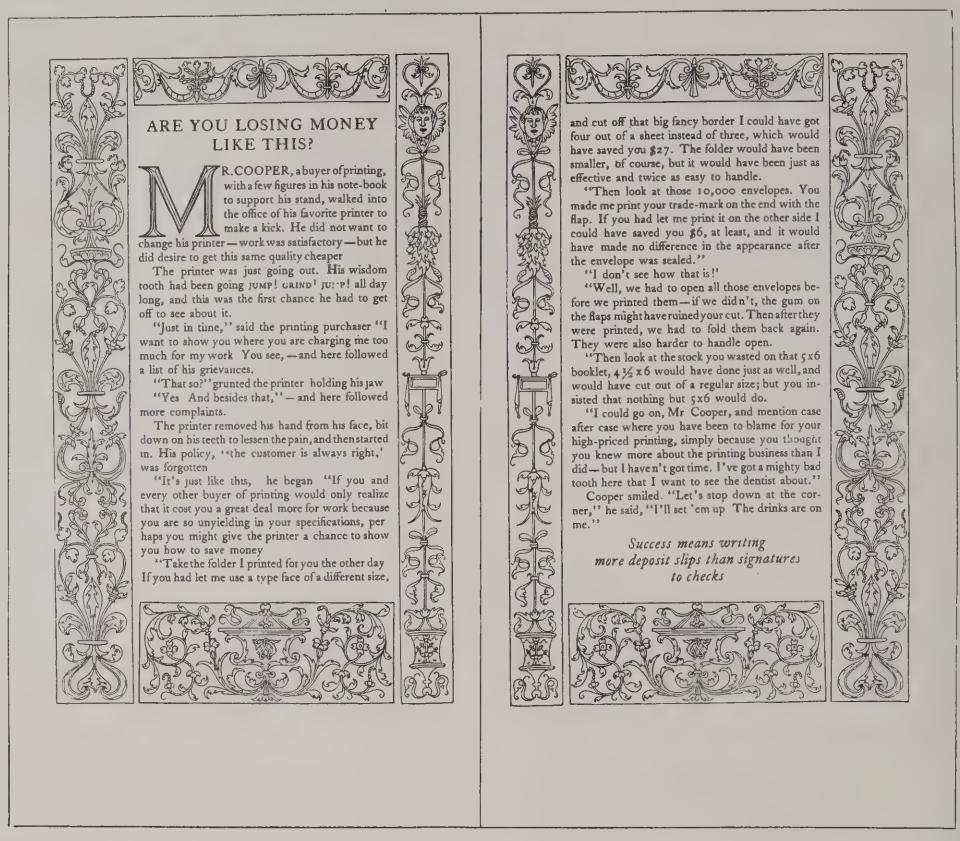
something from them in this department from time to time.



This title page is taken from a railroad book-

let gotten out by the Carson-Harper people of Denver. The border and rules are in green while the cut and type matter are black.

A blotter which is sure to attract attention is that sent out by Kihn Brothers, bank note engravers, New York City, but I doubt if



ARE YOU LOSING MONEY LIKE THIS?

MR. COOPER, a buyer of printing, with a few figures in his note-book to support his stand, walked into the office of his favorite printer to make a kick. He did not want to change his printer—work was satisfactory—but he did desire to get this same quality cheaper

The printer was just going out. His wisdom tooth had been going JUMP! GRIND! JUMP! all day long, and this was the first chance he had to get off to see about it.

"Just in time," said the printing purchaser "I want to show you where you are charging me too much for my work You see,—and here followed a list of his grievances.

"That so?" grunted the printer holding his jaw

"Yes And besides that,"—and here followed more complaints.

The printer removed his hand from his face, bit down on his teeth to lessen the pain, and then started in. His policy, "the customer is always right," was forgotten

"It's just like this, he began "If you and every other buyer of printing would only realize that it cost you a great deal more for work because you are so unyielding in your specifications, perhaps you might give the printer a chance to show you how to save money

"Take the folder I printed for you the other day If you had let me use a type face of a different size, and cut off that big fancy border I could have got four out of a sheet instead of three, which would have saved you $27. The folder would have been smaller, of course, but it would have been just as effective and twice as easy to handle.

"Then look at those 10,000 envelopes. You made me print your trade-mark on the end with the flap. If you had let me print it on the other side I could have saved you $6, at least, and it would have made no difference in the appearance after the envelope was sealed."

"I don't see how that is!"

"Well, we had to open all those envelopes before we printed them—if we didn't, the gum on the flaps might have ruined your cut. Then after they were printed, we had to fold them back again. They were also harder to handle open.

"Then look at the stock you wasted on that 5x6 booklet, 4½x6 would have done just as well, and would have cut out of a regular size; but you insisted that nothing but 5x6 would do.

"I could go on, Mr Cooper, and mention case after case where you have been to blame for your high-priced printing, simply because you thought you knew more about the printing business than I did—but I haven't got time. I've got a mighty bad tooth here that I want to see the dentist about."

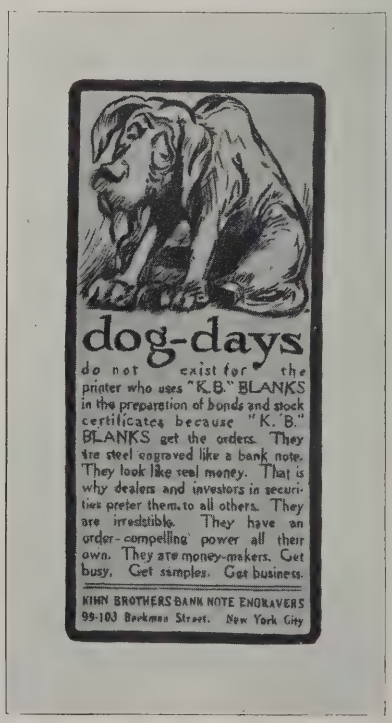
Cooper smiled. "Let's stop down at the corner," he said, "I'll set 'em up The drinks are on me."

Success means writing more deposit slips than signatures to checks

The firm of Taylor, Nash & Taylor, of San Francisco, has been changed to Taylor & Taylor, the change simply being in the title of the company and not the personnel. It makes necessary, however, a change in the name of the house organ which has been so delightfully published from this office, the change being from T. N. T. Imprint to T. & T. Imprint. The issue in which this announcement is made is a delightful one, as the two pages reproduced will show. I shall try to have these reproduced large enough so that the matter can be read, thus driving home a lesson, as well as showing a delightful piece of composition.

✧ ✧

To those who are interested in the various kinds of type metal, I would suggest that they send to the Syracuse Smelting Works, Syracuse, N. Y., and get a copy of the booklet which has just been issued, entitled "The Care and Treatment of Type Metal." These people are manufacturers of type metals and have gone to considerable trouble and expense to get up an interesting and attractive booklet exploiting them.


dog-days
do not exist for the printer who uses "K.B." BLANKS in the preparation of bonds and stock certificates because "K.B." BLANKS get the orders. They are steel engraved like a bank note. They look like real money. That is why dealers and investors in securities prefer them to all others. They are irresistible. They have an order-compelling power all their own. They are money-makers. Get busy. Get samples. Get business.
KIHN BROTHERS BANK NOTE ENGRAVERS
99-103 Beekman Street. New York City

anyone would care to have this staring at him from his desk very long.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IF you are a newspaper man, be also a booster. Perhaps it is no more incumbent upon you, because you are the editor, to be also a booster—perhaps it is no more your duty to be eternally discovering and introducing and urging all the innovations which the community needs, and forever singing the town's praises—than it is the duty of any other citizen of the place; but you have a rare advantage over the other fellow—a veritable privilege, inasmuch as you manipulate and control the "silent messengers of thought" which enable you to send broadcast over the land any message or proclamation which your fertile brain may conceive. The village orator may hold his audience in your little town spellbound today with his silver-tongued eloquence; but tomorrow all his utterances may be forgotten. But what you say is the last word, impressed upon paper. It is down in black and white, as it were, where it may be preserved indefinitely, and often is preserved for future reference. Print a word and you have multiplied its power ten-fold. You know this by the impunity with which you can say to a man face to face that which under no circumstances would you dare to print. The local spellbinder speaks to a few hundred; but when you talk through the columns of your paper, you proclaim your message to thousands. Ah, truly, we newspaper men do not fully appreciate the greatness of our power, nor place sufficient esteem upon our calling. Often we grow discouraged, and just so often we disparage our own importance and peculiar possibilities. But, let us not falter, no matter how insignificant our place in the world may seem or how impossible our work; let us boost and just as mightily promulgate our opinions, as if we were the editor of the London Times, the New York World or the Chicago Tribune. Remember, each of us has his place in the world and his work to do; and it is work well and conscientiously done here below that places men higher above.

✧ ✧

Memphis, Mo., July 15, 1915.

O. Byron Copper, De Soto, Wis.

We are mailing you a copy of this week's issue of our paper, which we wish you to examine and tell us wherein we may improve same.

Yours,
GILLESPIE BROS.

Gillespie Bros. have set a very difficult task for me. The very first page of the Reveille (exhibit 1) stamps it immediately as a very

THE MEMPHIS REVEILLE

GILLESPIE BROS. Publishers MEMPHIS, MO., JULY

THE PAVING QUESTION EXPLAINED

Levy is Not Only for Paving Strip as Many Have Been Led to Believe But Includes One-Half of Work Now Under Construction, Also to Create Road and Bridge Fund and This Proposition will be a Great Help to Every Land Owner in Scotland County

SUNDAY SCHOOL CONVENTION MEETS HERE ON JULY 29 AND 30

TEACHERS CHOSEN FOR THE MEMPHIS PUBLIC SCHOOLS FOR 1915-16

MOTHER AND SON ANSWER SUMMONS

REGULARS-ATHLETICS PLAYED ON SUNDAY

Prosecuting Attorney Higbee Blocks Habeas Corpus Proceedings in Rape Case; Prisoners Still in Jail at Memphis

JUDGES OF ELECTION CHOSEN

THE CITY ELECTION RESULTS

BELOW ARE FIVE GOOD REASONS WHY THE FARMERS SHOULD VOTE "YES"

Exhibit 1

live, enterprising sheet, and, I am pleased to note, other pages are equally good in point of contents and beauty of typography, so that to cite ways of improvement is not easy. The advertising patronage is most liberal. Notwithstanding this fact, the news-service is excellent in extent and character. The degree of me-

chanical skill and artistic taste displayed in the makeup of the initial page of this specimen, as in evidence in the accompanying reproduction, as well as in the advertisements, have not escaped me nor failed to impell the proper amount of admiration. Everywhere in this paper I get distinct hints of perfect knowledge of the business on the part of its makers, and of their prosperity, as evidenced by an abundance of modern material, and the latter being employed with eminent talent and intelligence. The Reveille is $1.50 per annum—and worth it.

✧ ✧

Richardson, N. D., April 23, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you under separate cover a few copies of Der Volksfreund, a German weekly newspaper, also a few jobs in English and German, and submit same for your criticism. This village has a population of about six hundred. Thanking you in advance for any comments, I am,

Yours truly,
E. J. BRAXMEYER.

Exhibit 2 will bear out in the assertion that Der Volksfreund, in neatness of makeup

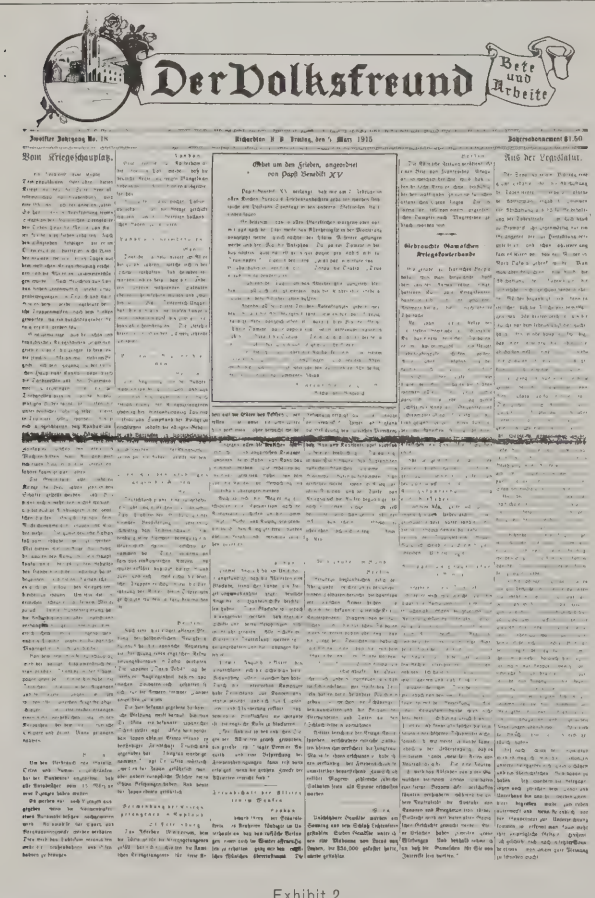

Der Volksfreund
Bete und Arbeite

Exhibit 2

and general appearance, compares very favorably with papers of the same class printed in Roman, and I'm pleased to note throughout that the pages of this specimen show characteristic German care and skill of mechanical work. Even in his advertisements Brother Braxmeyer has done well (exhibit 3) notwithstanding the conspicuous handicap of the German text, which any compositor will appreciate is more

Volksfreund

empfiehlt sich zur Anfertigung von

Druckarbeiten jeder Art
Deutsch und Englisch

Hochzeitseinladungen

Unterhaltungen
Tickets, Programme, Ball-Programme, Posters

Vereine
Constitutionen, Nebengesetze, Quittungskarten, Anmeldungen, Formulare, Umschläge, Letterheads, etc

Geschäftsleute
Karten, Billheads, Letterheads, Statements, Circulare, etc

Alle Arbeiten prompt und geschmackvoll zu den niedrigsten Preisen angefertigt. Bestellungen werden auf Wunsch geliefert. Alle Aufträge und Anfragen wolle man gefälligst adressiren an

Der Volksfreund,
Richardson, N. D.

Exhibit 3

difficult of use than the variety of Roman faces employed in English composition. Owing to the fact that my early education in the tongue of the Teutons was unfortunately limited, and my memory of that even worse than the limit, I am therefore unable to comment intelligently upon the quality of the contents and editorial work of this sheet; although I have no doubt they are all right, because I find all other features, including press work, so high grade.

✧ ✧

May 22, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending by this mail recent issues of the News for inspection.

If you shall consider a page of either worthy of reproduction in your department in the National Printer-Journalist, would be glad to have cut, at usual price.

Yours truly,
JERRY DALTON.

This is that nobby little five-columned sheet which I was justly moved to praise in a past installment. All the praiseworthy features noted then are still in evidence, and I want again to congratulate Brother Dalton on the conspicuous excellence of his paper, and particularly of the editorial department, from which I quote the following:

The News believes that every newspaper should have an editorial page and that every editor should have and express opinions upon matters of public interest; but it did not know until recently that so many of its readers shared that opinion. The revelation was brought about by the fact that because of shortage of space during the past four or five issues the editorial page has been sacrificed to make room for news matter. This arrange-

ment has not met the approval of quite a number of our readers, who say they want the editorial department restored. The condition complained about was caused by the extraordinary amount of space taken for the publica-

The Estelline News

VOLUME V ESTELLINE, HALL COUNTY, TEXAS, SATURDAY, MAY 22, 1915 NUMBER 52

HAIL, RAIN AND WIND

Considerable Done to Cross Buildings and Bridges Over an Extensive Territory

RAILROAD WASHEDOUT

Four Houses Along Baylor Creek are Wrecked

TENANTRY TALK

Better Educational Advantages Are Needed

TOWN TAKES A DAY OFF

Estelline People Have Gala Day, Business Houses Close Everybody has Goodtime

ALL DINE TOGETHER

Baseball Game in Afternoon and a Free Picture Show

WANT NO CHANGE

Against Making Any Change In Warehouse Law

COLLECTS BACK PAY

Hall County Treasurer Collects Back Pay as Result of Error of Former Court

PRESENT SALARY $300

Part of $1,748 Claim Barred By Statute of Limitation

FARMERS MEET

Delegates to State Institute at Austin Elected

A HOME PLAY

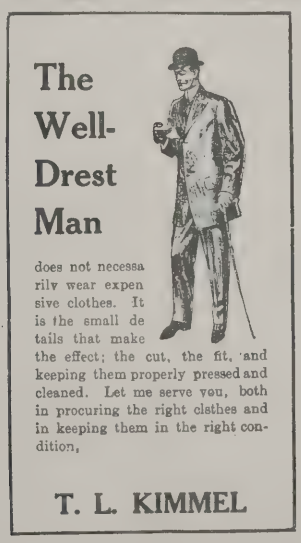
"Cowning the May Queen"

BASEBALL NOTES

Kirkland Loses Two Games to Estelline

Exhibit 4

tion of the constitutional amendments. These are now out of the way and we assure those interested that the editorial department will be continued as in the past.



The Well-Drest Man

does not necessarily wear expensive clothes. It is the small details that make the effect; the cut, the fit, and keeping them properly pressed and cleaned. Let me serve you, both in procuring the right clothes and in keeping them in the right condition,

T. L. KIMMEL

Exhibit 5

While personally I heartily agree with the News' view, as quoted above, Brother Dalton should know, of course, that not all papers' readers "kick" when the editorials are left out. There are some editorials, unhappily, to which the plainest news is preferable. In exhibit 4

You don't have to be a weather-prophet to know that this is the season when

Storms Are Coming

They may or may not do damage to your property. But it is a good time to prepare to have your property insured. Insurance. The kind we attend to ourself. See us about it.

WHALEY & MITCHELL

Exhibit 6

I take pleasure in showing the initial page of the News, and in Exhibits 5 and 6 a couple of neat advertisements.

✧ ✧

Columbus Junction, Iowa, June 3, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Friend Mr. Copper:—Have been sending you copies of the Columbus Gazette occasionally to let you see that I'm still in the game. Think the clean front page will meet your approval and any other suggestions will be appreciated as they always have in the times past.

Best wishes to you.

Yours truly,

FRED F. FLATT.

Brother Flatt's present publication is a seven-column, all-home print quarto, through which he certainly gives his subscribers an abundance of reading matter. The clean front page inspires my hearty approbation; but it possesses a rather insipid or monotonous aspect. It could easily be brightened up a bit by the introduction of a greater number of displayed head-lines. Headings form an important feature of the modern newspaper. In this strenuous age, forsooth, many of us have time to read little more than the head-lines—and they render a page spicy and inviting. But in adopting his heads an editor should be consistent. In the first place, whenever possible, the head-letter should be selected with a view to harmony with both the title of the sheet and the body type. The next important step is the adoption of head-styles. For the ordinary edition of the average home weekly three of four styles offer a sufficient variety—although a greater number is not objectionable, so long as uniformity of style is maintained. The mechanical makeup of the inner pages of the Gazette is less commendable than that of the first page, due to the intermingling of straight matter with advertisements. In creating a neat newspaper, method is absolutely imperative.

✧ ✧

La Feria, Texas, August 25, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—We are herewith enclosing you a copy of the Leader.

Some months ago we sent you a copy of our paper,

and in your department you said many nice things about us, with the exception that you found fault with ads being on the front page, a fault we admit, and the one we have now eliminated, as you will see.

How does the Leader appeal to your esthetic eye since "cleaning up" the front page?

LA FERIA LEADER

VOLUME TWO — LA FERIA, TEXAS, AUGUST 20, 1915 — NUMBER THIRTY NINE

MAY BE WHITE HOUSE WEDDING SOON — BROTHER OF PRESIDENT, HE SAID

Rio Grande Oil Well Soon To Be Drilled Near Here

WILL SELECT ROAD TO SAN ANTONIO — BOY WALKS AROUND THE WORLD

FLOOD AND WIND DO GREAT DAMAGE ON COAST—LIVES LOST

FIRING ACROSS RIO GRANDE RESULTS FATALLY TO SOLDIER

A Letter From Our County Farm Demonstrator, Waters

CARE of HOGS and COWS

THE TRIPLE LOOP

PRAIRIE FIRE SWEPT 16,000 ACRES

KICKS ON LAUNDRY "DO IT YOURSELF"

WOULD PROHIBIT PLANTING OF COTTON

Spanish Import Duty On Wheat and Flour

Oh, That High Cost of Living; Eggs, $1 Each

Exhibit 5a

We thank you for your past favors and trust that you will not be too severe this time on the undersigned "madam editor."

Fraternally yours,
E. GERTRUDE GIBBS.

It is certainly a most gratifying improvement which this "madam editor" has introduced, in the way of a clean front page for her La Feria Leader, as seen in exhibit 5A, and I would not only be ungallant but exceedingly unjust were I to resort to severity in my remarks. As a whole this little sheet is a most convincing proof of the possibilities which the field of newspaper making offers to members of the gentler sex, provided they have the requisite inclinations and talents. Miss Gibbs' news columns are both enticing and interesting, and, as I must have remarked when I formerly reviewed this publication, the editorial department is brighter and stronger than that found in the average home paper. The displayed portions of the Leader are set out of faces which harmonize nicely, and, with creditable composition, and first class presswork, the general excellence of the Leader is both complete and eminent. Miss Gibbs is surely a woman of unmistakable ability as an editress, and, while she modestly requests that the fact be given no publicity, I am pleased to note that the editorial association of her home state fittingly recognized her talent by choosing her as the association's essayist, at the late meeting of that body. It was a wise and good choice, I'm sure, and I congratulate the sister upon her success.

Tuskegee, Alabama, April 26, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—It is so seldom that I see criticisms from our section that I am sending you four ads taken at random from our paper which I wish you would criticise in your next issue.

To say that the Printer-Journalist was the best maga-

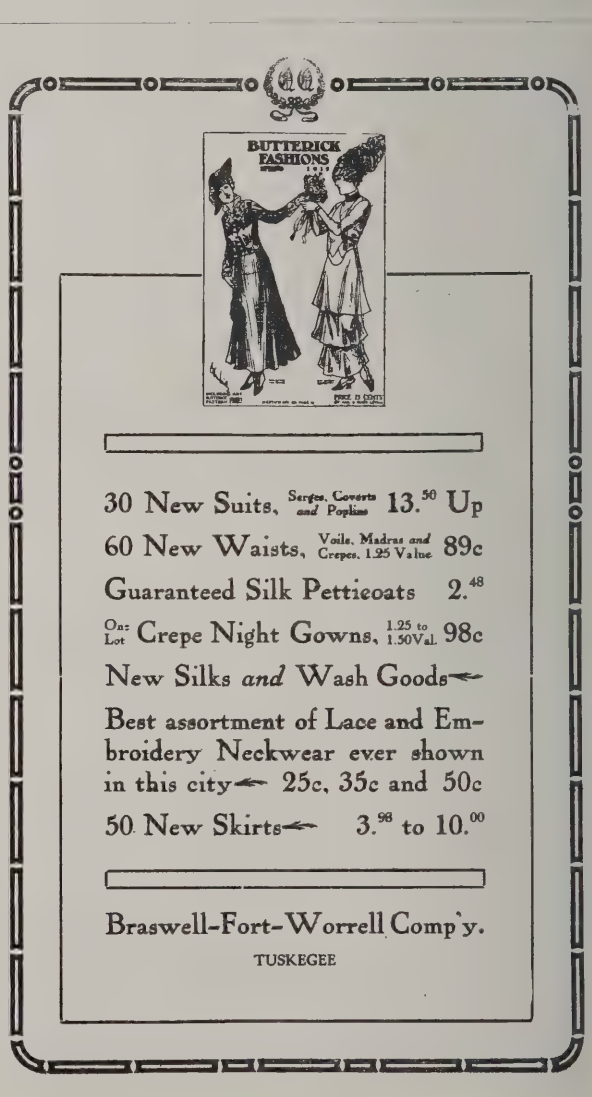

BUTTERICK FASHIONS
30 New Suits, Serges, Coverts and Poplins 13.50 Up
60 New Waists, Voile, Madras and Crepes, 1.25 Value 89c
Guaranteed Silk Petticoats 2.48
One Lot Crepe Night Gowns, 1.25 to 1.50 Val. 98c
New Silks and Wash Goods
Best assortment of Lace and Embroidery Neckwear ever shown in this city 25c, 35c and 50c
50 New Skirts 3.98 to 10.00
Braswell-Fort-Worrell Comp'y.
TUSKEGEE

Exhibit 6a

zine of its kind in the field would but express it mildly, for I get more genuine information from it than any other trade paper for which I subscribe.

Long live the magazine, and may its influence for the betterment of the "art preservative" grow until it

shall rank pre-eminently the best trade magazine published in our country.

Fraternally yours,
J. HOWARD FORE,
Foreman, Tuskegee News.

Brother Fore has truly placed me under obligation to him by the profuse praise which

PRE-EASTER SHOWING
SPRING MILLINERY
We are showing big city styles at little town prices. A hat for every face—from the tiniest shape to the broad panamas. You will find just what you want here, and in face of the fact that we have already trimmed dozens, yet our millinery department is the busiest section of the store. Under the direct supervision of one of the best trimmers from the East, you may rest assured you will get the latest, snappiest and down-to-the-minute style.
And of course you know this store's iron clad guarantee of absolute satisfaction goes with every purchase.
Watch our windows—a regular style show.
Braswell-Fort-Worrell Comp'y.
TUSKEGEE

Exhibit 7

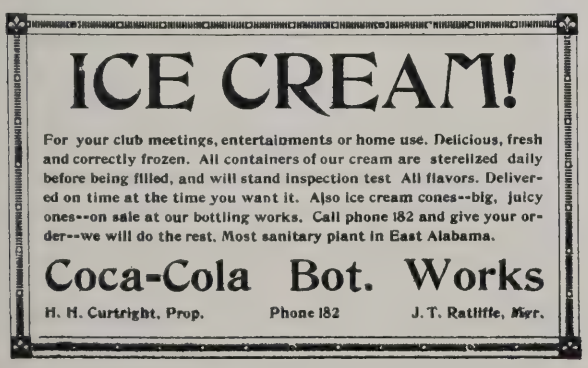

ICE CREAM!
For your club meetings, entertainments or home use. Delicious, fresh and correctly frozen. All containers of our cream are sterelized daily before being filled, and will stand inspection test All flavors. Delivered on time at the time you want it. Also ice cream cones--big, juicy ones--on sale at our bottling works. Call phone 182 and give your order--we will do the rest. Most sanitary plant in East Alabama.
Coca-Cola Bot. Works
H. H. Curtright, Prop. Phone 182 J. T. Ratliffe, Mgr.

Exhibit 8

he pours upon this journal. I hope, however, that his sincerity and our merit are equally genuine. As to the advertisements which he sends for criticism, two of them are being reproduced as exhibits 6A and 7. Both of these are very artistic specimens. Possibly they are a trifle overdone with rule work, but they show neat, clever handling. The first is practically without technical defect; but in the second, which, nevertheless is the more esthetic, there is evidence of a slight crowdedness at the bottom. Otherwise it is very artistic and pleasing. The degree of simplicity exhibited in the ice cream ad is pleasing (exhibit 8) but the signature should have been set in the next size smaller of the Devinne, so as to admit of spelling out the word "Bottling," which looks abominable as "Bot." The only fault in the other specimen included with this budget, which is not reproduced, is the apparent congestion through the center. Aside from this it is a creditable piece of work.

✧ ✧

Lyons, N. Y., August 10, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We are sending under separate cover a

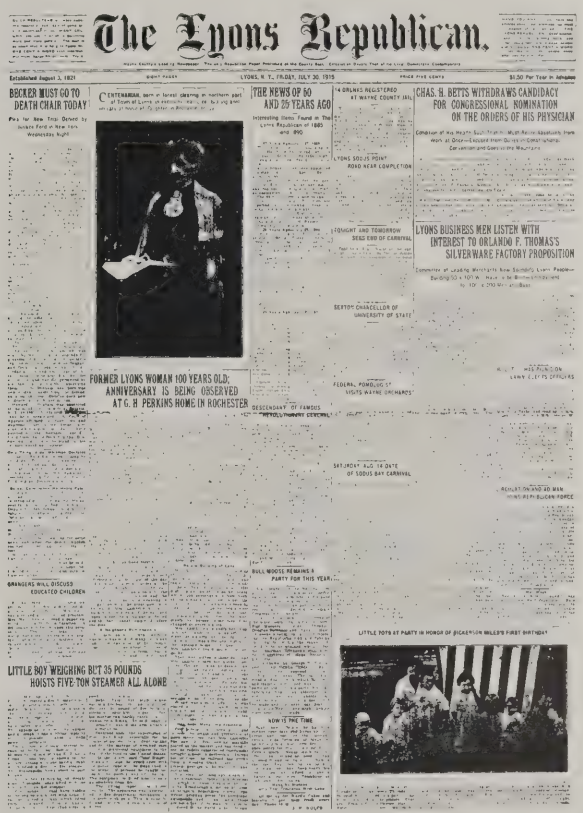

The Lyons Republican.
BROKER MUST GO TO DEATH CHAIR TODAY
THE NEWS OF 50 AND 25 YEARS AGO
CHAS. H. BETTS WITHDRAWS CANDIDACY FOR CONGRESSIONAL NOMINATION ON THE ORDERS OF HIS PHYSICIAN
LYONS BUSINESS MEN LISTEN WITH INTEREST TO ORLANDO F. THOMAS'S SILVERWARE FACTORY PROPOSITION
FORMER LYONS WOMAN 100 YEARS OLD; ANNIVERSARY IS BEING OBSERVED AT G. H. PERKINS HOME IN ROCHESTER
LITTLE BOY WEIGHING BUT 35 POUNDS HOISTS FIVE-TON STEAMER ALL ALONE

Exhibit 9

copy of the last issue of the Lyons Republican. This is nothing special but it is something a little different than we have ever done before in the way of cuts on the first page. What do you think of it?,

Yours very truly,
THE LYONS REPUBLICAN CO.,
Wm. L. Courneen.

I find the Lyons Republican so excellent a sheet generally that to describe its many fine

features would exhaust my resources. The innovation mentioned by Brother Courneen in his letter quoted above, in the way of cuts on the front page, is a feature of which I most heartily approve. In this age there are many people who think they have not time to read type, but cannot resist the attraction of a picture; and, as deplorable as the statement may seem, there are yet many even in this age of boasted enlightenment who cannot read type, yet all of us, from the most illiterate to the highly educated, understand the language of pictures; hence, pictures in a newspaper page are bound to be ever popular with a large class. Cuts are expensive, but for those papers who can afford them, they're a good investment, because they brighten up a page and add to its attractiveness. The Republican is truly a great home weekly. Its abundance of high class reading matter, the high grade editorial work and the excellent mechanical features place it among the first papers in the United States. Exhibit 9 is a reproduction of the first page of this copy before me. I call particular attention to the neatness of the makeup and the consistency of head styles and types.

✧ ✧

Bucksport, Maine, July 19, 1915.

The National Printer-Journalist.

Gentlemen:—Enclosed find 35c and send me one sample copy for the present of the issue containing the facsimile of the copy of the Times which fell into your hands, from what source I do not know, as I sure would have taken more care about the make-up had I supposed the little sheet was going into the hands of a competent critic.

I am more than pleased at your comments, derogatory though they be, as it will teach an old-time printer like myself to be more careful in the future in regard to the make-up of even this little sheet. It wasn't done because I didn't know better, as I worked on several good morning papers in Canada, and was foreman of the Morning Herald in Montreal, a paper which, in my day at least, would not hesitate to "fire" a foreman or make-up man who dared put two leads in one head and three in another on the front page, especially, but this office which I recently purchased is only a job office and I revived a paper which had once been published here. The office has no head type and so I have used and am using a portion of two small fonts which are in the office for head-letters. Your comment will give the type foundry an immediate order, however.

And carelessness, also, had something to do with it. As you will see by the enclosed sheets, I have generally been careful to use the three-line pyramid every time, although the two fonts of type complained of are still in evidence.

I am prone to "rush" everything, and "let it go" is generally my way in a little office like this, which depends almost solely on its job department to make both ends meet, but it's the wrong thing to do, and I shall bear your deserved remarks in mind and if the front page is ever photographed again, the make-up will be more according to Hoyle.

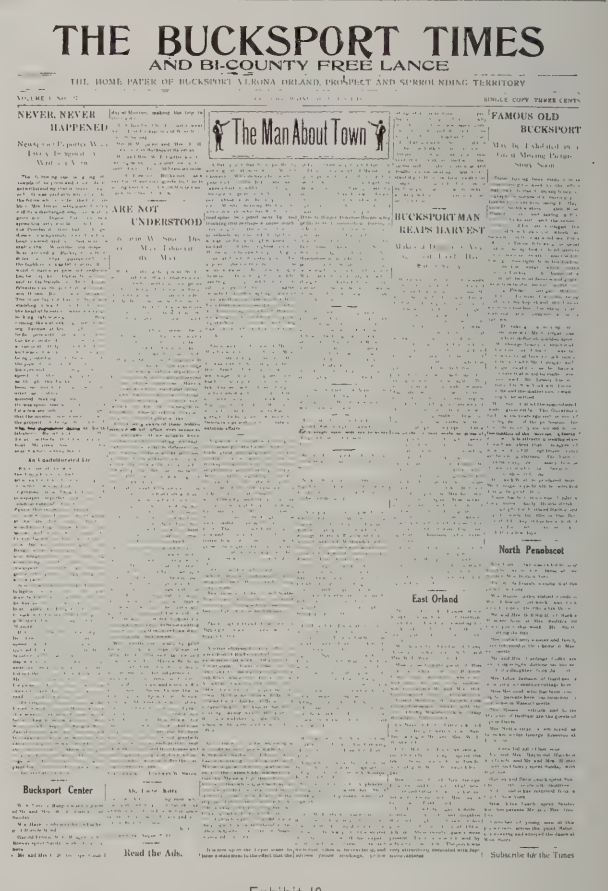
Fraternally,

W. T. LANCE.

P. S.—As a horrible example, I send you a copy of a paper in New Hampshire which I owned for thirteen years, selling out and going to New Mexico, where I dropped three thousand "bucks" gathered out of the space box. Isn't it a scream? I got up a good first page there, but the present owner is a blacksmith and has made the paper the very worst looking and edited sheet I ever put my eyes on. And yet he was getting $18 a week as a job compositor in the Allen Show Print job plant at Beverly, Mass., when he bought the paper.

W. T. L.

The foregoing long, frank and interesting letter was doubtless prompted by my late review of the Bucksport Times in these columns,



THE BUCKSPORT TIMES

AND BI-COUNTY FREE LANCE

THE HOME PAPER OF BUCKSPORT, ORLAND, PROSPECT AND SURROUNDING TERRITORY

The Man About Town

NEVER, NEVER HAPPENED

FAMOUS OLD BUCKSPORT

ARE NOT UNDERSTOOD

BUCKSPORT MAN REAPS HARVEST

North Penobscot

East Orland

Bucksport Center

Read the Ads.

Subscribe for the Times

Exhibit 10

and was therefore forwarded by the editor-in-chief to me from the Chicago office. I believe there is a marked improvement in evidence in this copy of the Times, as compared to that examined some months ago, which is pleasing. The makeup of the first page (exhibit 10) is neat and well balanced now; but, where the popular stair-step style of heads is employed, one should exercise care in seeing that the two lines are of equal length. I would suggest, further, that Brother Lance re-set the sub-line in the

title of his sheet, using a considerably smaller type—I refer to the line, "Bi-County Free Lance," which at present is so large and black that it gives a crowded effect to that portion of the page. I want to dismiss everything else now and refer exclusively to that closing paragraph in this brother's letter, as quoted above; I mean that paragraph which precedes the postscript, wherein the correspondent confesses the reasons for the defects in his sheet as evidently cited in my former criticism. "'Rush' and 'let it go' is generally my way in a small office like this." It is not only Brother Lance's way, but it is the way with altogether too many of us who are making home papers. We do not give to our calling the proper exaltation; we haven't a good enough opinion of our work. It is an easy enough rut to get into and a hard one to get out of, and explains more concisely the inferiority of the average home newspaper, than anything else. It isn't often because we do not know better, but simply because we do not do better—just as the brother says—and I wouldn't be at all surprised if this isn't just the case with the maker of the "horrible example" from New Hampshire, which Brother Lance mentions in the postscript above.

✧ ✧

Detroit, Minnesota, June 4, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I note in a recent issue of the National Printer-Journalist, a full-page booster advertisement, labeled, "Exhibit 8." I enclose herewith proof sheet of booster ad. section run weekly in the Herald. Comment and criticism will be gladly received.

Yours very truly,
A. L. TUCKER,
Business Manager.

I am very much in sympathy with everything like that illustrated in this advertisement, or collection of advertisements, from Brother Tucker, business manager of the Detroit (Minn.) Herald. We all well know that the mail order houses have built up their greatness through just one simple little thing—namely, printer's ink—and, so if the home merchant is to compete with these great city establishments, surely that simple little thing which has so enhanced the business of the mail order houses ought to be somewhat efficacious as an aid to the home retailer. Of course, it undoubtedly makes a great deal of difference how one advertises and in what way he advertises. And as to the latter, the greatest authorities on the subject which we have, seem to agree that the newspaper is the most effective way—and of these just lately the men higher up have begun to suspicion the truth that no other medium is so effective in proportion to the cost, as the little home weekly. As regards that which one should best say in his ads, that is too big a subject for discussion here, although let me set it down ere I forget, that anything is better than nothing; for a firm's mere name constantly in print has some effect in drawing patronage, inasmuch as it keeps the firm in public mind. But the main point in this advertisement

Exhibit 11

(exhibit 11) is to inspire greater civic pride and to appeal to the public's sense of home loyalty, which is a mighty excellent quality to aim to cultivate. In the composition of this ad from the Herald it was a serious error that insufficient allowance was made for margins. In an ad marginal white space is quite as effective as the message inside.

✧ ✧

Eau Claire, Mich., May 31, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Enclosed you will find several ads from recent issue of the Berrien County Journal, for criticism in your department of the National Printer-Journalist, of which I am a close student.

The heavy border on the Puterbaugh ad is composed of 36-point quads brought up to the desired height by underlaying with 36-point en-quads and 3-em spaces.

The "Help Wanted" ad of the Bell Theatre is a setting of the same ad from the same copy, in four different papers.

Thanking you for past helpful criticisms, I am,
Very truly yours,
L. B. VOKE, Foreman.

A marvel of excellence is all I can think of in describing these fine advertisement specimens from Brother Voke. Take, for instance, the trio shown herewith as exhibit 12, the last of which has that unique border of thirty-six-point quads raised type-high, as described above. Certainly these are excellent examples of up-to-date ad composition. The only criticism I might make would be against the under-

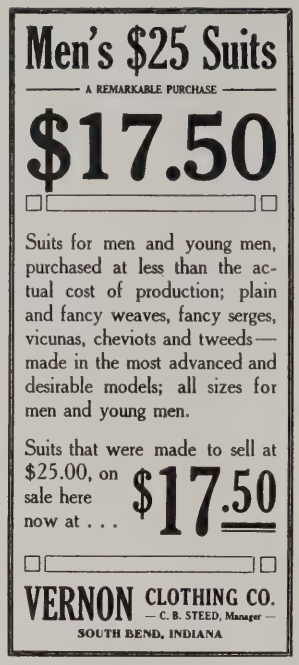
scores in the top ad. An extremely neat creation is this Vernon Clothing Co. specimen (exhibit 13) as is also the 14th exhibit; and the most pleasing example of all is the Platt & Perkey ad (exhibit 15). Of course, I realize well that the excellent type faces in this ad, as well as in all the work from this contributor, contribute no little to its general beauty; nevertheless in this 15th specimen, particularly the designing, display and massing are perfect. The four ads referred to in Brother Voke's letter quoted above are included herewith, because they make an interesting study. The original copy

Economy Depts.
SOUTH BEND, INDIANA
IN CONJUNCTION WITH THE INDEPENDENT STORES
SECOND FLOOR—219-221 S. MICHIGAN ST.
Great Sale of Millinery
For Friday and Saturday
Trimmed Hats to $4.50
at 95c
One table of women's very fine trimmed hats that formerly sold up to $4.50 and were considered excellent values at that price, 95c.
Children's and misses' trimmed and untrimmed hats worth to $1.25; very special for Friday and Saturday . . . 39c
Trimmed and untrim'd shapes, all colors and mostly sailors, values up to $1.95, now at only 49c
WE TRIM HATS FREE
Our entire stock of ostrich pompoms in the season's best colorings in a very wonderful sale at only $1.19
One table of trimmed hats in the very latest creations; values to $6.50 sensationally reduced to only $1.95
EXTRA SPECIAL FOR FRIDAY AND SATURDAY
The greatest sale of fine flowers we ever offered. Here is a great array of the most bewitching styles and colors; 45c values 9c

KODAK
Lots of new features this year.
One is the Auto-graphic. You can title and date your negatives when you make them. Let us show you.
We handle only the Genuine Eastman Cameras and Supplies.
RAY BURLINGAME
DOWAGIAC, MICHIGAN

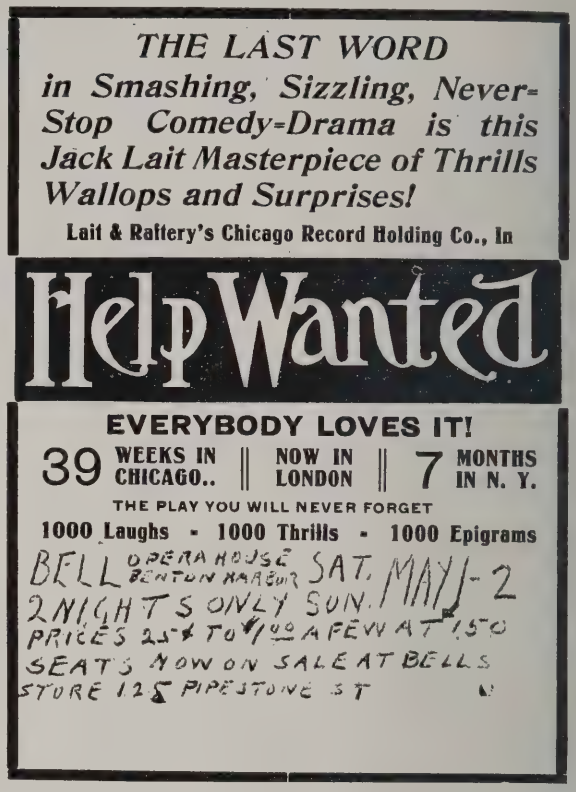
Ford
THE UNIVERSAL CAR
Barring the unforseen, each retail buyer of a new Ford car, between August 1914 and August 1915, will receive from $40 to $60 as a share of the Ford Motor Company's profits.
For strength, light weight and dependable power, the Ford car is without a peer. Economical, too, averaging two cents a mile for operation and maintenance.
Runabout, $440; Touring Car, $490, f. o. b. Detroit with all equipment. On display and for sale by
WILL PUTERBAUGH
Eau Claire, Michigan

12


Men's $25 Suits
A REMARKABLE PURCHASE
$17.50
Suits for men and young men, purchased at less than the actual cost of production; plain and fancy weaves, fancy serges, vicunas, cheviots and tweeds—made in the most advanced and desirable models; all sizes for men and young men.
Suits that were made to sell at $25.00, on sale here now at . . . $17.50
VERNON CLOTHING CO.
— C. B. STEED, Manager —
SOUTH BEND, INDIANA

13

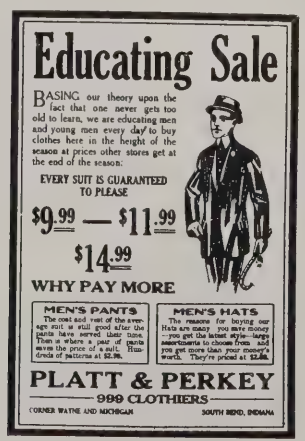
14


THE LAST WORD
in Smashing, Sizzling, Never-Stop Comedy-Drama is this Jack Lait Masterpiece of Thrills Wallops and Surprises!
Lait & Raftery's Chicago Record Holding Co., In
Help Wanted
EVERYBODY LOVES IT!
39 WEEKS IN CHICAGO.. || NOW IN LONDON || 7 MONTHS IN N. Y.
THE PLAY YOU WILL NEVER FORGET
1000 Laughs - 1000 Thrills - 1000 Epigrams
BELL OPERA HOUSE BENTON HARBOR SAT. MAY 1-2
2 NIGHTS ONLY SUN.
PRICES 25¢ TO $1.00 A FEW AT 1.50
SEATS NOW ON SALE AT BELLS STORE 125 PIPESTONE ST

16

The Last Word in Smashing, Sizzling, Never-Stop Comedy-Drama is this Jack Lait Masterpiece of Thrills, Wallops and Surprises!
Lait & Raftery's Chicago Record Holding Company
HELP WANTED
EVERYBODY LOVES IT!
39 WEEKS IN CHICAGO || NOW IN LONDON || 7 MONTHS IN NEW YORK
THE PLAY YOU WILL NEVER FORGET
1000 LAUGHS — 1000 THRILLS — 1000 EPIGRAMS
BELL OPERA HOUSE Benton Harbor
Two Nights Only — Sat. and Sun.
MAY 1-2
PRICES 25c to $1.00 — A Few At $1.50
Seats Now on Sale at Bell's Store, 125 Pipestone

17


Educating Sale
BASING our theory upon the fact that one never gets too old to learn, we are educating men and young men every day to buy clothes here in the height of the season at prices other stores get at the end of the season:
EVERY SUIT IS GUARANTEED TO PLEASE
$9.99 — $11.99
$14.99
WHY PAY MORE
MEN'S PANTS
MEN'S HATS
PLATT & PERKEY
999 CLOTHIERS
CORNER WAYNE AND MICHIGAN
SOUTH BEND, INDIANA

15

appears as exhibit 16 and the several settings are reproduced as exhibits 17, 18, 19 and 20. The first of the quartet is easily the best specimen.

THE LAST WORD
in Smashing, Sixzling, Never Stop Comedy-Drama is this Jack Lait Masterpiece of Thrills, Wallops and Surprises!
LAIT & RAFTERY'S CHICAGO RECORD HOLDING CO., IN
HELP WANTED
EVERYBODY LOVES IT
39 WEEKS IN CHICAGO.. || NOW IN LONDON || 7 MONTHS IN N. Y.
THE PLAY YOU WILL NEVER FORGET
1000 LAUGHS - 1000 THRILLS - 1000 EPIGRAMS
BELL OPERA HOUSE Benton Harbor Sat. Sun. May 1-2
2 NIGHTS ONLY
PRICES—25c TO $1.00 A FEW AT $1.50 || Seats now on sale at Bell's store, 125 Pipestone St.

18

THE LAST WORD
in Smashing, Sizzling, Never-Stop Comedy-Drama is this Jack Lait Masterpiece of Thrills, Wallops and Surprises!
Lait & Raftery's Chicago Record Holding Co., In
HELP WANTED
EVERYBODY LOVES IT!
39 weeks in Chicago.
NOW IN LONDON.
7 months in New York.
THE PLAY YOU WILL NEVER FORGET
1000 Laughs 1000 Thrills 1000 Epigrams
Bell's Opera House, Benton Harbor
Sat. and Sun., May 1-2
Prices: 25-50-75c-$1.00. A few at $1.50
SEATS ON SALE AT BELL'S STORE

20

THE LAST WORD
IN SMASHING, SIZZLING, NEVER-STOP COMEDY DRAMA IS THIS JACK LAIT MASTERPIECE OF THRILLS, WALLOPS AND SURPRISES!
Lait & Raftery's Chicago Record Holding Co., In
HELP WANTED
Everybody Loves It!
39 Weeks In Chicago || NOW IN LONDON || 7 Months In N.Y.
The Play You Will Never Forget
1000 Laughs - 1000 Thrills - 1000 Epigrams
Bell OPERA HOUSE Benton Harbor SAT. and SUNDAY, May 1-2
Prices 25c, 50c, 75c, $1.00 and a Few at $1.50
Seats on Sale at Bell's Store

19

Willshire Herald
DEVOTED TO THE ADVANCEMENT OF HOME INTERESTS
Vol. XX. Willshire, Van Wert County, Ohio, Thursday, Aug. 5, 1915 No 27
INTERESTING LETTER FROM CALIFORNIA
BANNER FAIR
ENGINE BREAKS DOWN
TWO MORE BUSINESSES IN NEW HOMES
FRUITS PLENTIFUL
SCHOOL CHILDREN
Unprecedented Flood Condition for This Time of Year Threatens Destruction of Crops.
Chautauqua Presented Good Programs.
Obituary.
Church Announcements
M E CHURCH
THE CHURCH OF GOD
WEST BETHEL CHURCH

21

Willshire, Ohio, August 7, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am mailing you a copy of this week's Herald for your criticism. Your department of the Printer-Journalist has been of great interest and value to me. We are gradually building up a weekly here that had gone plumb to the dogs and some of the ads are still an evidence. So I hope you won't jump on us too hard.

Yours truly,
DON D. WATKINS, Manager.

Brother Watkins need have little fear of my jumping upon him and the Herald too hard, unless, peradventure, he fears praise, for the Willshire Herald is that kind of home paper which provokes only that sort of comment. The first page, a reproduction of which ac-

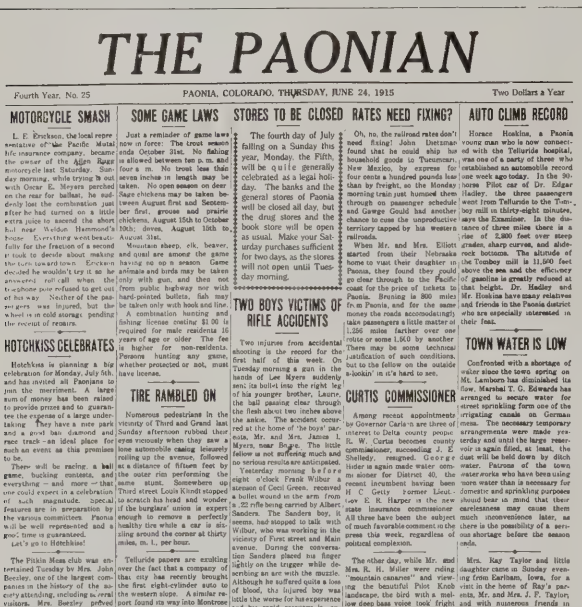
companies this paragraph as exhibit 21, is a very creditable one, being attractively conceived and bright and enticing in aspect. The amount of news furnished is commendable and the style of editorial work is good. I must especially congratulate the editor upon his first class department of editorials, which are ably chosen in point of topic and clearly expressed. A good print is secured and, with pleasing type faces and intelligent use thereof, the advertisements measure up well with those to be met with in the average country press.

✧ ✧

Paonia, Colorado, June 25, 1915.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—You will receive a copy of this week's



THE PAONIAN

Fourth Year, No. 25 — PAONIA, COLORADO, THURSDAY, JUNE 24, 1915 — Two Dollars a Year

MOTORCYCLE SMASH

L. F. Erickson, the local representative of the Pacific Mutual life insurance company, became the owner of the Adams Racer motorcycle last Saturday. Sunday morning, while trying it out with Oscar E. Meyers perched on the rear for ballast, he suddenly lost the combination just after he had turned on a little extra juice to ascend the short hill near Weldon Hammond's house. Everything went beautifully for the fraction of a second it took to decide about making the turn toward town. Erickson decided he wouldn't try it so he answered roll call when the telephone pole refused to get out of his way. Neither of the passengers was injured, but the wheel is in cold storage pending the receipt of repairs.

HOTCHKISS CELEBRATES

Hotchkiss is planning a big celebration for Monday, July 5th, and has invited all Paonians to join the merriment. A large sum of money has been raised to provide prizes and to guarantee the expense of a large undertaking. They have a nice park and a good ball diamond and race track—an ideal place for such an event as this promises to be.

There will be racing, a ball game, bucking contests, and everything — and more — that one could expect in a celebration of such magnitude. Special features are in preparation by the various committees. Paonia will be well represented and a good time is guaranteed.

Let's go to Hotchkiss!

The Pitkin Mesa club was entertained Tuesday by Mrs. John Beesley, one of the largest companies in the history of the society attending, including several visitors. Mrs. Beesley proved herself a most capable hostess and the unusually sultry weather was forgotten in the pleasure of the day. Light refreshments added to the enjoyment of the afternoon. The next meeting occurs on Tuesday, the sixth of July, at the home of Mrs. Clifford Griffin.

OFF FOR THE HILLS

F. H. Miller, with his son Clyde and his two daughters and the Misses Beatrice Edwards, Ruby Nutting, Amy Hardware and Miss Edwards' cousin, Miss Sweitzer, had themselves to the Flint Knob district early Monday morning for an outing, with the Miller ranch as headquarters. A true western flavor was imparted to the scene of their departure, with their team of four burros hitched to a horse-size spring wagon, two of the girls promptly mounted upon the lead team and two others invading upon their privilege of making the journey on foot. Nobody mistook it for a funeral procession as they left town.

SOME GAME LAWS

Just a reminder of game laws now in force: The trout season ends October 31st. No fishing is allowed between ten p. m. and four a. m. No trout less than seven inches in length may be taken. No open season on deer. Sage chickens may be taken between August first and September first, grouse and prairie chickens, August 15th to October 15th; doves, August 15th to August 31st.

Mountain sheep, elk, beaver and quail are among the game having no open season. Game animals and birds may be taken only with gun, and then not from public highway nor with hand-pointed bullets, fish may be taken only with hook and line.

A combination hunting and fishing license costing $1.00 is required for male residents 15 years of age or older. The fee is higher for non-residents. Persons hunting any game, whether protected or not, must have license.

TIRE RAMBLED ON

Numerous pedestrians in the vicinity of Third and Grand last Sunday afternoon rubbed their eyes nervously when they saw a lone automobile casing leisurely rolling up the avenue, followed at a distance of fifteen feet by the outer rim performing the same stunt. Somewhere on Third street Louis Kindt stopped to scratch his head and wonder if the burglars' union is expert enough to remove a perfectly healthy tire while a car is sailing around the corner at thirty miles, m. l., per hour.

Telluride papers are exulting over the fact that a company of that city has recently brought the first eight-cylinder auto to the western slope. A similar report found its way into Montrose papers. For their information we may refer them to the Paonian of last December, wherein they will find an account of C. C. Belknap, of this place, arriving with his Cadillac eight. And then Belknap car has been in Montrose, though there was no press agent aboard.

RATE HEARING ON

Monday morning in Grand Junction began the hearing by the state utilities commission on the question of freight rates on fruit. Chairman Aylesworth and Commissioner Bradley are hearing the testimony. Among the interesting facts disclosed at the first day's session was that New York pays less freight on apples to the twin cities than Mesa and Delta counties pay to Pueblo and Denver. A number of witnesses are being examined, the railroads being represented by their attorneys and high traffic officials. There is little doubt that the result of this hearing will be an order for a sweeping reduction in fruit rates.

STORES TO BE CLOSED

The fourth day of July falling on a Sunday this year, Monday, the Fifth, will be quite generally celebrated as a legal holiday. The banks and the general stores of Paonia will be closed all day, but the drug stores and the book store will be open as usual. Make your Saturday purchases sufficient for two days, as the stores will not open until Tuesday morning.

TWO BOYS VICTIMS OF RIFLE ACCIDENTS

Two injuries from accidental shooting is the record for the first half of this week. On Tuesday morning a gun in the hands of Lee Myers suddenly went its bullet into the right leg of his younger brother, Laurie, the ball passing clear through the flesh about two inches above the ankle. The accident occurred at the home of the boys' parents, Mr. and Mrs. James L. Myers, near Bates. The little fellow is not suffering much and no serious results are anticipated.

Yesterday morning before eight o'clock Frank Wilbur Stetson of Cecil Green received a bullet wound in the arm from a .22 rifle being carried by Albert Sanders. The Sanders boy, it seems, had stopped to talk with Wilbur, who was working in the vicinity of First street and Main avenue. During the conversation Sanders placed his finger lightly on the trigger while describing an arc with the muzzle. Although he suffered quite a loss of blood, the injured boy was little the worse for his experience, and his rapid recovery is expected.

AUTO INSPECTOR BUSY

IF you are driving your car or motorcycle without the proper license tag plainly exhibited, beware! The state automobile inspector is likely to surprise you. He has been working in other parts of the state and the results have been startling. You don't know when he may be looking at your car.

Over in the eastern slope he recently caused an unprecedented rush to the county clerk's office. He captured in one town eighteen unlicensed motorcycles, seven automobiles deto, found a number of autos parading under a smaller fee than they were entitled to, and even discovered dealers who had taken out one driver's license and were making duplicate tags for the cars they sold, so that a good many cars were using the same license number.

Ignorance of the law—real or feigned—doesn't pass with him.

RATES NEED FIXING?

Oh, no, the railroad rates don't need fixing! John Dettman found that he could ship his household goods to Tucumcari, New Mexico, by express for four cents a hundred pounds less than by freight, so the Monday morning train just humped them through on passenger schedule and Gawge Gould had another chance to cuss the unproductive territory tapped by his western railroads.

When Mr. and Mrs. Elliott started from their Nebraska home to visit their daughter in Paonia, they found they could go clear through to the Pacific coast for the price of tickets to Paonia. Bruning is 800 miles from Paonia, and for the same money the roads accomodatingly take passengers a little matter of 1,256 miles farther over one route or some 1,360 by another. There may be some technical satisfaction of such conditions but to the fellow on the outside it's lookin' on it's hard to see.

CURTIS COMMISSIONER

Among recent appointments by Governor Carlo is are three of interest to Delta county people. R. W. Curtis becomes county commissioner, succeeding J. E. Shelledy, resigned. George Linder again made water commissioner for District 40, the recent incumbent having been H. C. Getty. Former Lieutenant-Gov. E. R. Harper is the new state insurance commissioner. All three have been the subject of much favorable comment in the press this week, regardless of political complexion.

The other day, while Mr. and Mrs. R. H. Miller were riding "mountain canaries" and viewing the beautiful Pilot Knob landscape, the bird with a mellow deep bass voice took flight at a dog and went through the high, wide, and handsome performance. On his descent through the treetop, Mr. Miller unintentionally rubbed the limbs and bark pretty hard. He landed all in one piece, but has several bruises to show for the experience.

VISIT OF FLORIDANS

Mr. and Mrs. William Hall, of St. Cloud, Florida, stopped off in Paonia Sunday night enroute home from a visit to the Pacific coast expositions for a brief stay in the home of Mr. Hall's cousin, W. H. Johnston. Mr. Hall, who is a prominent member of the Grand Army order at St. Cloud, is a very interesting man to meet and we share his regret at the necessity of their leaving so soon. They resumed their journey Tuesday morning, expecting to stop again in the vicinity of Manhato, Minnesota, to see other relatives. Incidentally, they will bear greetings from many Paonians to Mr. and Mrs. William Ellis, long-time friends.

AUTO CLIMB RECORD

Horace Hoskins, a Paonia young man who is now connected with the Telluride hospital, was one of a party of three who established an automobile record one week ago today. In the 30-horse Pilot car of Dr. Edgar Hadley, the three passengers went from Telluride to the Tomboy mill in thirty-eight minutes, says the Examiner. In the distance of three miles there is a rise of 2,800 feet over steep grades, sharp curves, and side-rock bottoms. The altitude of the Tomboy mill is 11,940 feet above the sea and the efficiency of gasoline is greatly reduced at that height. Dr. Hadley and Mr. Hoskins have many relatives and friends in the Paonia district who are especially interested in their feat.

TOWN WATER IS LOW

Confronted with a shortage of water since the town spring on Mt. Lamborn has diminished its flow, Marshal T. G. Edwards has arranged to secure water for street sprinkling form one of the irrigating canals on Germain Terrace. The necessary temporary arrangements were made yesterday and until the large reservoir is again filled, at least, the dust will be held down by ditch water. Patrons of the town water works who have been using irrigation water than is necessary for domestic and sprinkling purposes should bear in mind that their carelessness may cause them much inconvenience later, as there is the possibility of a serious shortage before the season ends.

Mrs. Ray Taylor and little daughter came in Sunday evening from Eastern Iowa, for a visit in the home of Ray's parents, Mr. and Mrs. J. F. Taylor, and with numerous friends in this vicinity. Ray is expected to join his wife later, when he will join them here. They were accompanied by Levi Ballard, who for the past eighteen months has been residing at Earlham. He will visit with his son and his daughter, E. M. Ballard and Mrs. J. F. Taylor.

HIGHWAY BULLETINS

With its characteristic enterprise, the Mountain States telephone company is perfecting arrangements to aid the Good Roads movement in Colorado by issuing daily road bulletins similar to the weather reports of the government. Every station of the company is to report to headquarters between five and six o'clock every evening any abnormal condition of roads in the territory served by its exchange. The information is to be tabulated and the result will be communicated to all stations. The company is also issuing a large map of all the roads in the state which will be of great service to motorists.

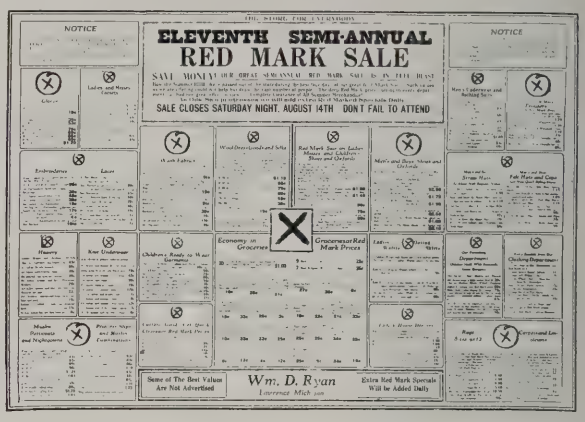
22

Paonian which I should like for you to criticize in the Printer-Journalist for make-up of first page. Anything else you see about the paper that you care to comment upon will be appreciated. We are evolving a printing plant from a pile of junk, hence the lack of harmony in our display and heading types.

Sincerely yours,

A. L. Craig, Publisher.

Truly Brother Craig need offer no apologies for the Paonian, a five-column, twelve-page sheet of most creditable print and contents. It seems to me, judging from repeated examination of several Colorado papers, that the editors of that state make a specialty of wit in their editorial work. Many of the little headed news stories on the front page of this sheet, for example, are written up in an inimitably spicy fashion—giving the facts, but, wherever allowable, also presenting the ludicrous side. And in the editorial department proper readers are


NOTICE
ELEVENTH SEMI-ANNUAL
RED MARK SALE
SALE CLOSES SATURDAY NIGHT, AUGUST 14TH DON'T FAIL TO ATTEND
NOTICE
Some of The Best Values Are Not Advertised
Wm. D. Ryan
Lawrence Michigan
Extra Red Mark Specials Will be Added Daily

23

offered much to inspire good, pure, hearty laughter. I do not for a moment question the wisdom of this plan, since I fully appreciate that the man who can make others smile, or, better still, who can make them laugh outright, is the man who wins. With a majority of us, this span of time from the cradle to the grave is a pretty sad one, all in all, and that which can beguile our sad souls to smile with merri-

ELEVEN REASONS

why you should have the Daily Crescent-News come to your home— Two Dollars pays for one year

BECAUSE

It is the only real daily paper published in Defiance county.
It covers the news of the World, the United States, Ohio and Defiance county every evening.
You can read its contents in thirty minutes. It is the busy man's newspaper.
The foreign news is to be found on the first page. You get the worthwhile news in crisp paragraphs.
It is a home product and it is the duty of home people to support home industries.
When you have any interest that affects Defiance county it is the Crescent-News that fights the battle for you.
The city newspapers have no interest in you. It is a cold business proposition with them.
The Crescent-News has as good news service as any city daily.
You want to know what is going on and the Crescent-News is equipped to tell you, and tell it every day, except Sunday.
Your wife and children have a right to the county news.
It is delivered for less than a cent a day.

Do you get that? Less than a cent a day!

Subscribe today! Be informed tomorrow!

24

ment is a blessing like unto sunshine amid the clouds. That Brother Craig gets up a very pretty front page for the Paonian is established by the accompanying reproduction of it pre-

sented herewith as exhibit 22. The plentiful head-lines, of consistent face and style, and the perfectly balanced makeup are features I admire. Not so commendable is the makeup of the balance of this paper, where there is an apparent lack of system, ads being scattered promiscuously throughout the straight matter.

Perhaps memory of the Lawrence (Mich.) Times' double page "Red Mark Sale" advertisement as reviewed and reproduced some months ago in these columns still lingers in the minds of some of my readers, and here we have another one of them in exhibit 23. The other one was very good specimen, but I believe the Times' force have improved on their former work in this latest creation. This is unquestionably a very neatly put together advertisement, particularly for so ponderous a space, and I am sure it must have pleased Mr. Ryan, who is evidently a most consistent and persistent advertiser, since he not only advertises heavily in his home paper from week to week, and every week, but twice a year he dopes out this double-page business getter. And that he gets the business I have no doubt, for advertisements like this one, large, resplendently inviting in two colors, well written, well displayed and full of bargain prices, could not help but bring business. A newspaper which has an advertiser like this in its town is most fortunate; and such an advertiser is likewise fortunate when his home paper can so ably handle his advertising ideas, as the Times has this double-page ad for Wm. D. Ryan. And I might conclude by putting into print that which will occur to everyone who reads the foregoing —the town who has such an advertising medium is more fortunate than either the advertiser or the medium.

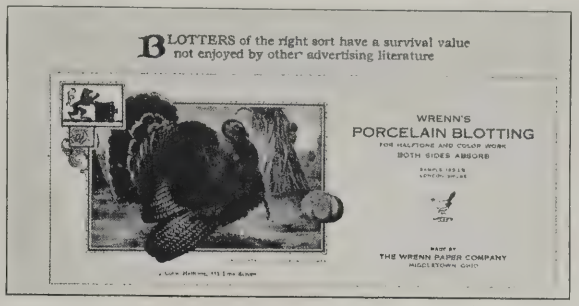
* * *

The United Retail Merchants' Association, after due investigation for a fountain pen that would prove "trouble-proof" and "fool-proof," and that would insure writing promptness, writing effectiveness and permanency, inadvertently discovered the LAUGHLIN SAFETY SELF-FILLER, as the one above all others, that deserved supremacy, and should be proclaimed through the cities and towns represented by this organization and pushed and sold by all dealers in such territory.

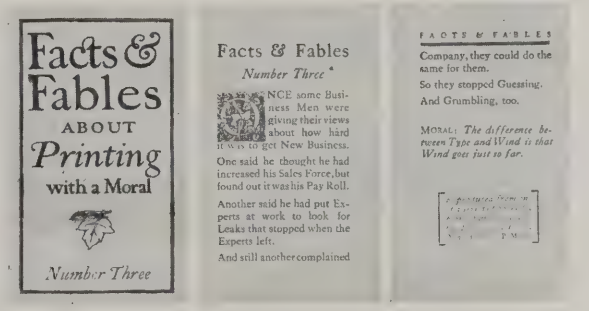
UNITED RETAIL MERCHANTS' ASSOCIATION,
Detroit, Michigan. J. E. Foster, Secretary.

* * *

The Missouri University School of Journalism shows an increased enrollment of more than 30 per cent over last year. As candidates for the degree of Bachelor of Journalism there were enrolled in the first week 94. Including those from all divisions of the University taking work in Journalism the enrollment will exceed 250. This is the largest enrollment in the history of the School. Twenty-one states and two foreign countries are represented in the enrollment. Missouri is one of five universities that confer a degree in Journalism, the others being Columbia University, University of Texas, Marquette University and the University of Notre Dame.


BLOTTERS of the right sort have a survival value not enjoyed by other advertising literature
WRENN'S
PORCELAIN BLOTTING
FOR HALFTONE AND COLOR WORK
BOTH SIDES ABSORB
MADE BY
THE WRENN PAPER COMPANY
MIDDLETOWN, OHIO

A Timely Blotter


Facts & Fables
ABOUT
Printing
with a Moral
Number Three
Facts & Fables
Number Three
INCE some Business Men were giving their views about how hard it was to get New Business.
One said he thought he had increased his Sales Force, but found out it was his Pay Roll.
Another said he had put Experts at work to look for Leaks that stopped when the Experts left.
And still another complained
FACTS & FABLES
Company, they could do the same for them.
So they stopped Guessing.
And Grumbling, too.
MORAL: The difference between Tape and Wind is that Wind goes just so far.

Two Instructive Specimens

The Harris Automatic Press Company of Niles, Ohio, have just completed the first of their new series of large offset presses, No. 43 with a sheet size of 44 x 58. This press was ordered by one of their Chicago customers, who already operate eight of the largest Harris presses made up to this time, and it is an indication of their confidence in the superiority of Harris machines that they placed an order last week for three more of the larger size, making their total battery of Harris Offsets, twelve presses. The large Harris is designed to handle at high speed the very finest multi-color work, and since the announcement of the 44x58 and 44x64 sizes, the inquiries that have been received so far indicate that these presses will have a very wide sale among the large plants of the country.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

SPECIAL LINOTYPE EXHIBIT

During the convention of the Typothetae and Ben Franklin Clubs which was held in Los Angeles during the week of September 27th, the San Francisco Agency of the Mergenthaler Linotype Company had a special exhibit at the Alexandria Hotel.

The exhibit consisted of a Model K two-magazine Linotype and a Model 14 Linotype with its three standard and one auxiliary magazines. The latter machine was also equipped with the new Cutler-Hammer Electric Linotype Pot, so that it represented quite the latest word in multiple magazine outfits. The many visitors were given a hearty reception not only by Mr. Van Schaick, the Mergenthaler Company's San Francisco branch manager, but also by Mr. Bott, manager of the New Orleans Agency, and Mr. Bleloch of Chicago. It was also fortunate that Mr. Stevenson of the Chicago Lino-Tabular Company, was present, so that he could add his very special knowledge of the tabulating system which he devised to the "sign on the dotted line" arguments of the company's own men.

✠ ✠ ✠

Their many friends in the printing industry will be interested to know that Harry E. Vandersluis and Ernest G. Lundeen have formed a partnership and entered the printing supply field. The new firm is located at 486 Endicott Building, St. Paul, and it is their intention to not only look after the requirements of the printers in the Twin Cities, but also the surrounding territory. Both members of the firm are very popular and well known to the trade. Mr. Vandersluis has represented Barnhart Bros. & Spindler in the Northwest for the past seventeen years, and Mr. Lundeen for two years has covered the same territory for the Lanston Monotype Machine Co. "Everything from a gauge pin to a complete plant" is the slogan of the new firm, and the connections they have formed with various manufacturers makes this phrase a reality and not a mere advertising claim. This is due chiefly to arrangements made with the Western Type Foundry, for whom the firm are Northwestern representatives. In addition, they are also agents for F. C. Damm Co., rebuilders of Linotype Machines and manufacturers of printers' saw trimmers, melting furnaces, etc. The sales of the Osterlind press in Minnesota and North and South Dakota will also be looked after by this firm. Both members of the organization are thoroughly practical men, know the business from A to Z, and have a wide acquaintance in the trade. Thus they are well equipped to make a great success of their enterprise.

✠ ✠ ✠

By consulting the advertisement of The Standard High Speed Automatic Job Press, appearing on page 644 of this issue, convincing proof will be found of the wide popularity secured for this comparatively new press, already in use in cities of the different states of the Union, from Maine to Georgia and from New York to Washington, and outside of this country, form Toronto, Canada, to Melbourne, Australia. It has naturally the largest sales, where best known—its own home, New York City—and on repeat orders. The fact is that forty per cent of the sales of the press have been on repeat orders, a fact that affords the most convincing evidence that The Standard performs all that is claimed for the machine and proves a profitable investment. It has stood alone the practical test of day in and day out work in the job department and proved the broad, inviting and thoroughly demonstrated claims—"Easy to buy—Easy to learn—Easy to keep busy—Easy to earn big money."

✧ ✧

NOTES.

To be the recorders, the disseminators, the interpreters, and, in a large sense, the instigators and directors of the highest aspirations and most worthy understanding and useful deeds or accomplishments of a true hearted people, should be the highest, purest desires or ambitions of all newspaper makers, editors, writers and publishers. Along these lines of worthy promotive efforts, belonging in a marked degree, or rather inherent in this, above all other callings, are found opportunities for highest and most worthy service, with results more extensive, more enduring and more blessed than are possible of accomplishment by the members of any other calling, or by the holders of highest offices, in the regular lines of their work or duties. Such possible services are life-giving and life-prolonging for they afford variety, something new and inspiring all the time, joyous and satisfying.

✧ ✧

One of the oldest, active newspaper men on the American Continent is Sir Makenzie Bosseli of Belleville, Ont., who has recently been visiting a daughter at St. Paul, Minn., and was given a complimentary luncheon by former Canadians, now residents of the Twin Cities. In 1835, at twelve years of age, he began work on the Intelligencer, the paper which he now publishes. He claims to hold the long record as an active newspaper maker. In this he finds his greatest pride and joy, though he has been Prime Minister of Canada and was a worker with Joseph Chamberlain to perfect the complete federation of the British Empire. His work keeps him in touch with affairs and all human life and interests and at 92 years of age, he is physically and mentally strong and alert and keenly interested in the development of all current events.

✧ ✧

This is not a political paper, but we have longed for a recurrence of another "era of goodfeeling" such as signalized the period of President James Monroe's election and administration. The managing of the affairs of the people of a free Republic is a simple proposition of business sense and administration, and with the tariff and matters of interstate transportation and commerce, under the direction of commissions of experts, who, with full knowledge, after due consideration, shall advise for the benefit of the industries, of commerce and the peace and unity of the people, there will remain little use for parties or partisanship. Parties as merely a means of putting one set of officials out and putting another set of officials in, are a curse. They are the sources of fraud, corruption and inefficiency, of public waste and private degradation. Under conditions of corrupt, personal partisan management for gain and office the man chosen to public office is more frequently a disgrace than an honor, and very frequently the official is a disgraced.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

WANTED—CATALOG LOOPING MACHINE manufactured by Ward & McLean. Address W. M., National Printer-Journalist, 4620 Ravenswood Ave., Chicago.

"NEWSPAPER REPORTING" is an excellent book of definite instructions (intensely practical) for small-city and country newspaper reporters and correspondents, but contains much of value to all news writers. Price, $1.00; send a dollar bill now at my risk. W. L. Taylor, Publisher, York, Pa.

NUTS TO CRACK.

PECANS ARE THE BEST OF ALL NUTS.—The Texas thin shell Pecans are the best Pecans grown. My orchard is in the center of the world-famed Pecan Valley at Brownwood, Texas. I will ship 10 lbs. choice Pecans neatly packed in light case for $3.00, 20 lbs. for $5.50, larger quantities at 25 cents a pound. Send cash with order. Will allow return of nuts and refund money if not pleased. Just to let you know I am reliable will state I have been President of the National Editorial Association, Lieutenant Governor of Texas, and am now Chairman of the School of Journalism of the University of Texas. Address, Will H. Mayes, University Station, Austin, Texas.

PUBLISHERS, ATTENTION: I want to put money into a publishing house that wishes to develop the printing of fraternal insurance papers. I have original plans and will risk my own money on them.—Box C, Mt. Morris, Ill.

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N. DAK.

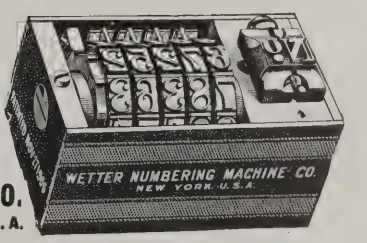
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. **PRICES FROM $5.00 UP**

No 12356
FACSIMILE IMPRESSION

BUY ONE NOW



Sold by **ALL DEALERS**

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

The Keystone Type Foundry will appreciate a share of your trade, so it will!

Address us at Philadelphia, New York, Boston, Chicago, Detroit Atlanta, Kansas City or San Francisco

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

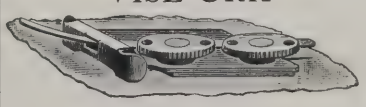
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

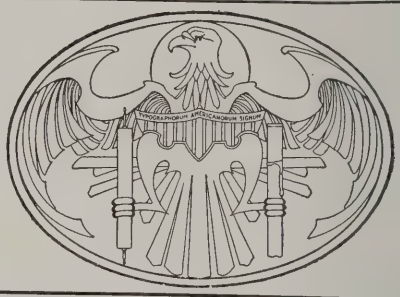
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

The Butler Line of Ledger Papers is Nationally Known as the

"DURABLE LEDGER LINE"

The way to build a durable Ledger is to use a "Butler Brand" of DURABLE LEDGER PAPER

You eliminate every element of chance when you select from these

AMERICAN LINEN RECORD — **GENERAL LEDGER**

LEDGER MILLS LEDGER — **LOOSE LEAF LINEN LEDGER**

BERKSHIRE LINEN LEDGER — **SCRIPTUM LEDGER**

STATEMENT LEDGER

All Watermarked—All Standardized—All Recognized Leaders in their Field.

You ought to use

BERKSHIRE LINEN LEDGER

Economically Fills 75% of Your Ledger Needs

Berkshire Linen Ledger represents the best linen rags, skilfully converted into high-grade Ledger Paper. It is virtually a "made to your order" paper because when planning it, a census was taken among printers, stationers and business men to learn what, from their standpoint, constituted the most desirable Ledger Paper for general use.

Soon after this investigation we produced Berkshire Linen Ledger—pronounced by authorities to be ideal in every respect. Its moderate cost means economy. Its fine durable quality insures permanency, beautiful color, perfect writing, erasing and ruling surface and stamina to resist the ravages of daily handling.

Consider Berkshire Linen Ledger for your best grade to carry regularly in stock.

"Ledger" on a Postal and You'll get the Facts

Distributors of "Butler Brands"

STANDARD PAPER CO. ..... Milwaukee, Wis.
MISSOURI-INTERSTATE PAPER CO. ..... Kansas City, Mo.
MISSISSIPPI VALLEY PAPER CO. ..... St. Louis, Mo.
SOUTHWESTERN PAPER CO. ..... Dallas, Texas
SOUTHWESTERN PAPER CO. ..... Houston, Texas
PACIFIC COAST PAPER CO. ..... San Francisco, Cal.
SIERRA PAPER CO. ..... Los Angeles, Cal.
CENTRAL MICHIGAN PAPER CO. ..... Grand Rapids, Mich.
MUTUAL PAPER CO. ..... Seattle, Wash.
COMMERCIAL PAPER CO. ..... New York City
AMERICAN TYPE FOUNDERS CO. ..... Spokane, Wash.
AMERICAN TYPE FOUNDERS CO. ..... Vancouver, British Columbia
NATIONAL PAPER & TYPE CO. (Export only) ..... New York City
NATIONAL PAPER & TYPE CO. ..... Havana, Cuba
NATIONAL PAPER & TYPE CO. ..... City of Mexico, Mexico
NATIONAL PAPER & TYPE CO. ..... Monterey, Mexico
NATIONAL PAPER & TYPE CO. ..... Guadalajara, Mexico

ESTABLISHED 1844

J. W. BUTLER PAPER COMPANY---CHICAGO

BUTLER·BRANDS PAPER THE BEST

Johnsonized Machinery

We are listing a few of the high grade "JOHNSONIZED" Presses that are good enough for almost any print shop for job and book printing.

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1520	**Pony Miehle No. 2,** bed 24x31, front fly delivery,	950.00
1567	**Pony Miehle No. 1,** bed 26x34, front fly delivery,	1100.00
1394	**Century,** two-revolution, bed 30x42, front fly delivery, four form rollers,	1400.00
1368	**Century** two-revolution, bed 43x56, four form rollers, front fly delivery,	1600.00
603	**Huber** two-revolution, bed 29x43, front fly delivery, four form rollers,	1350.00
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1504	**Cottrell** two-revolution, bed 25x31, front fly delivery,	850.00

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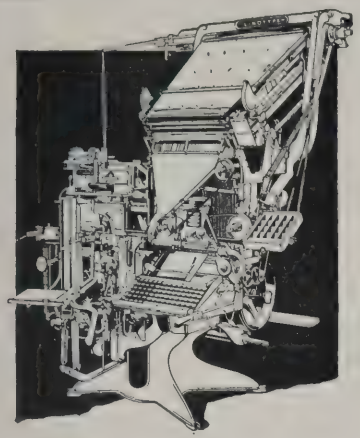

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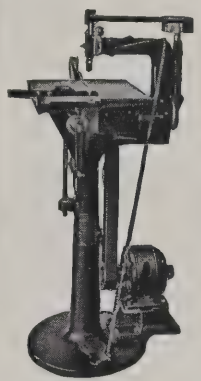

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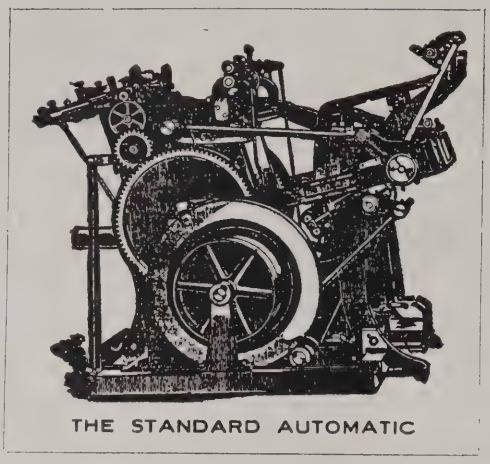

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M. B. Brown Ptg. & Bndg. Co. 2
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Euclid Ptg. & Bndg. Co. 2
Lehmaier & Brothers 2
Hamilton Press 2
Commercial Printing Co. 2
Louis Taterka 2
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Jaques Company 2
William Green, Inc. 2
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J. W. Pratt Co. 1
Pyle-MacLaren Printing Co. 1
Boschen & Wefer 1
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Trow Direc. Ptg. & Bndg. Co. 1
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Kienle Press 2
William E. Rudge 1
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Brooklyn Daily Eagle 4
Boorum & Pease 1
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Home Talk Publishing Co. 1

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Doubleday, Page & Co. 1

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The Shredded Wheat Co. 1

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The De Laval Separator Co. 1

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C. S. Binner Corporation 1
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Southgate Press 1
The Sparrell Print 1
Wright & Potter Ptg. Co. 1

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Ginn & Co. 2
Library Bureau 1
University Press 1

Holyoke, Mass.
Baker-Vawter Co. 2
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White & Wyckoff Mfg. Co. 1

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Davis Press, Inc. 1
Royal Worcester Corset Co. 1

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Educational Publishing Co. 1

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Harrington Press 1

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Springfield, Mass.
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Waterbury, Conn.
The Waterbury Paper Box Co. 1
The Mattatuck Press 1

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The Chapman Printing Co. 1
Plimpton Mfg. Co. 1
Travelers' Insurance Co. 2

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Robinson Press 1

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T. F. Rady & Co. 1

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Williams & Marcus Co. 2
Geo. H. Buchanan Co. 1
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Pittsburgh Printing Co. 1

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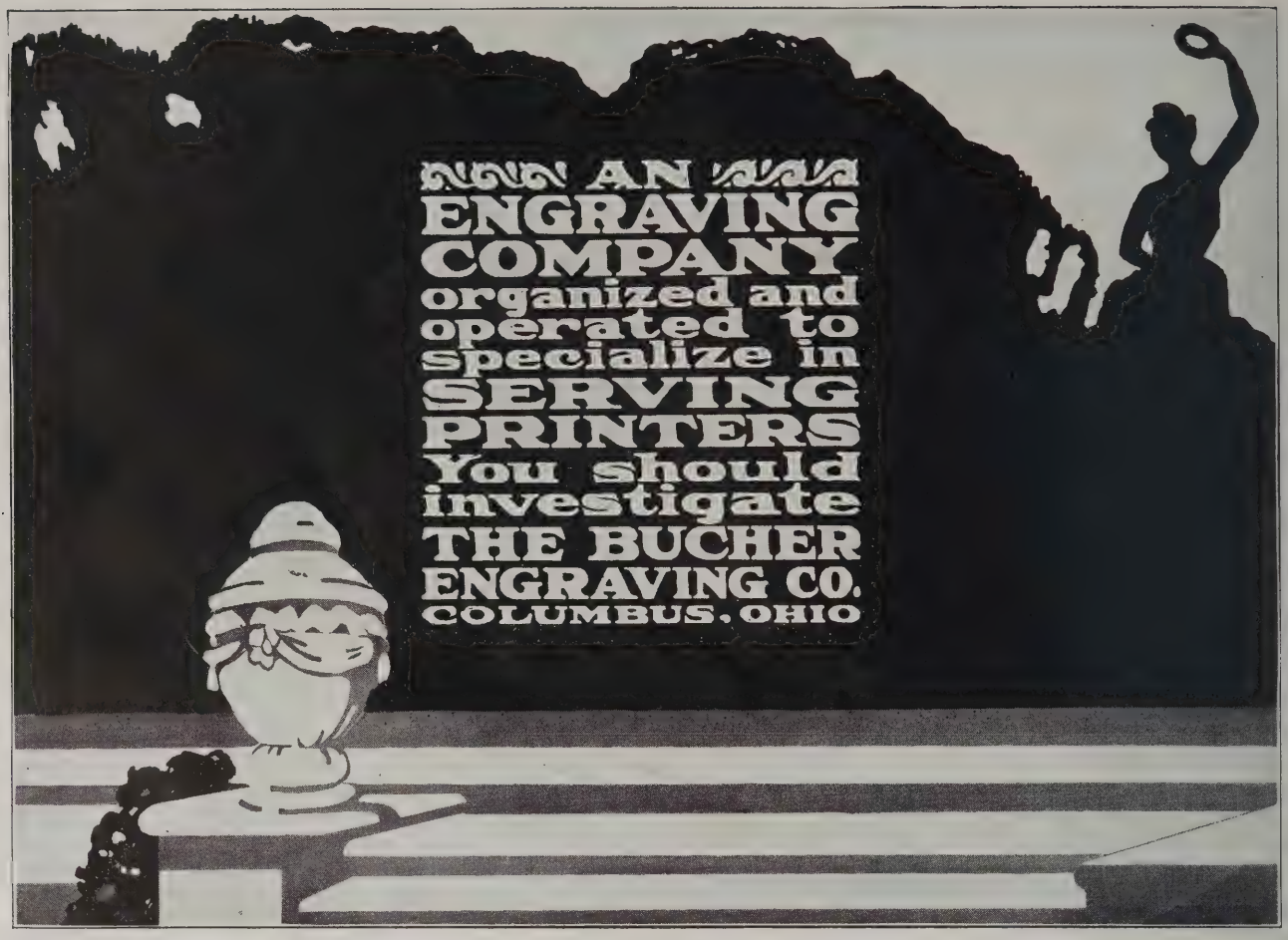

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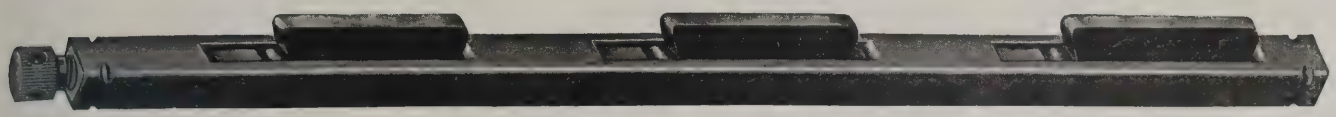

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It overcomes the bow in the chase, takes up automatically all shrinkage in furniture; lessens the necessity to card linotype and monotype metal forms, holding all forms (even extra large ones) as in a vise.

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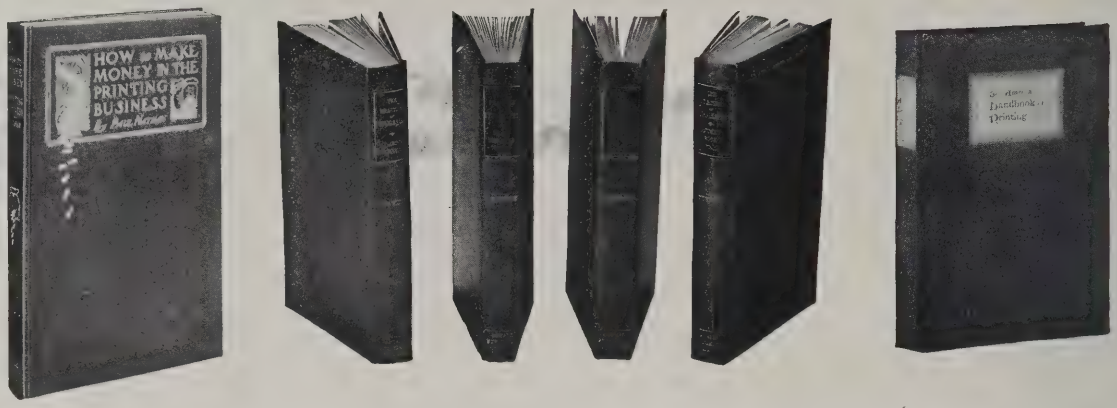

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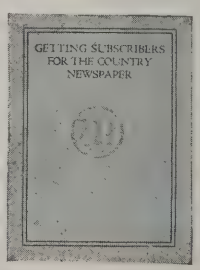

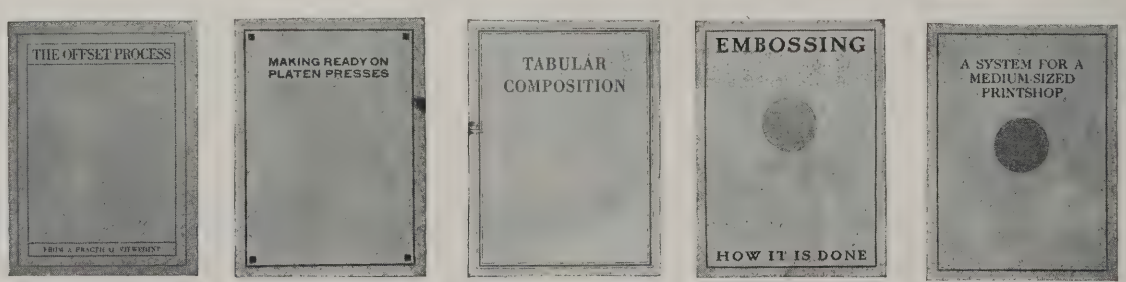

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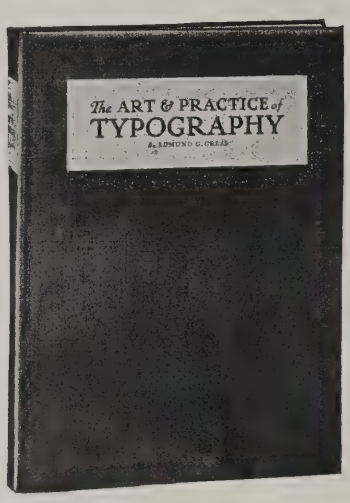

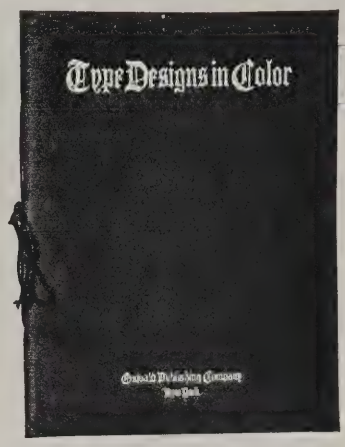

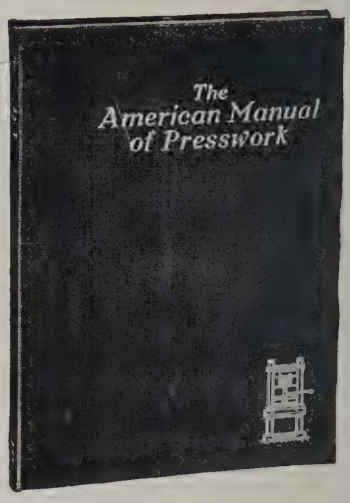

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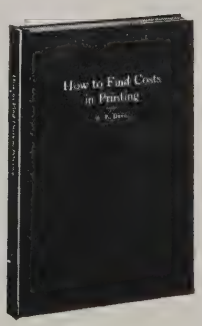

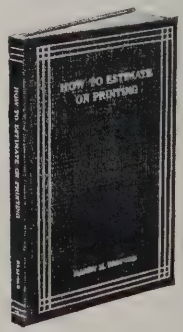

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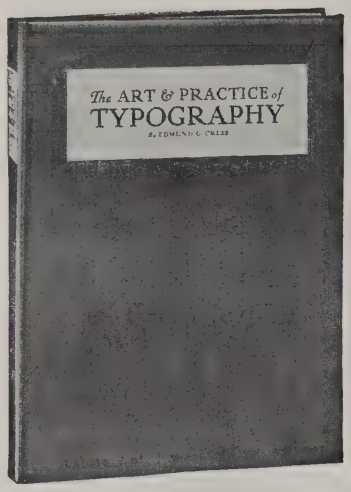

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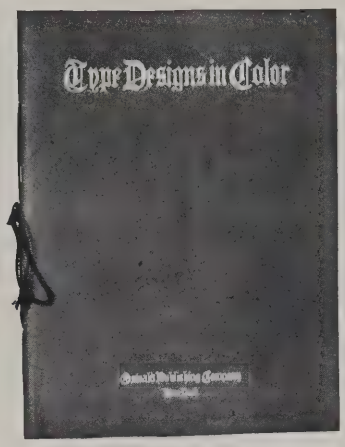

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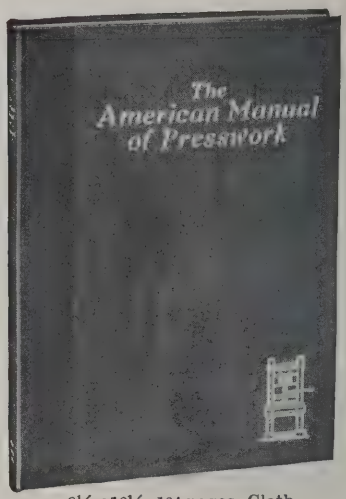

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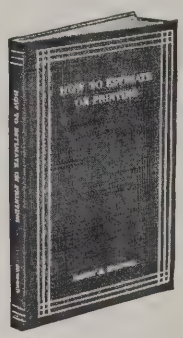

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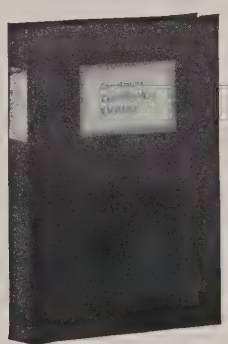

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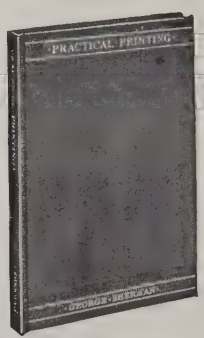

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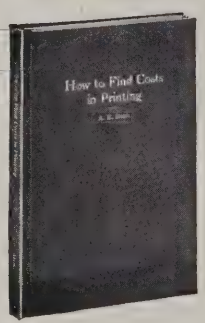

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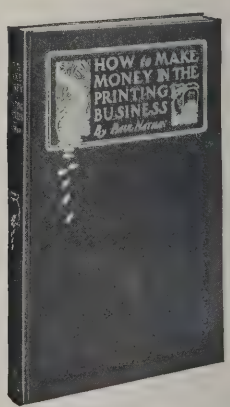

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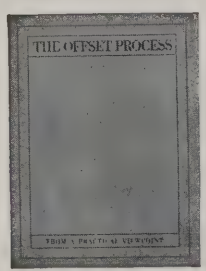

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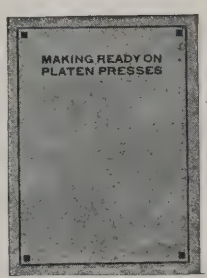

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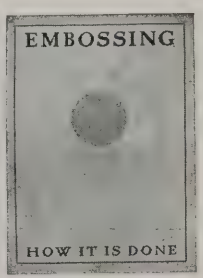

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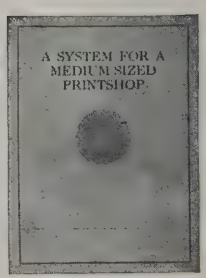

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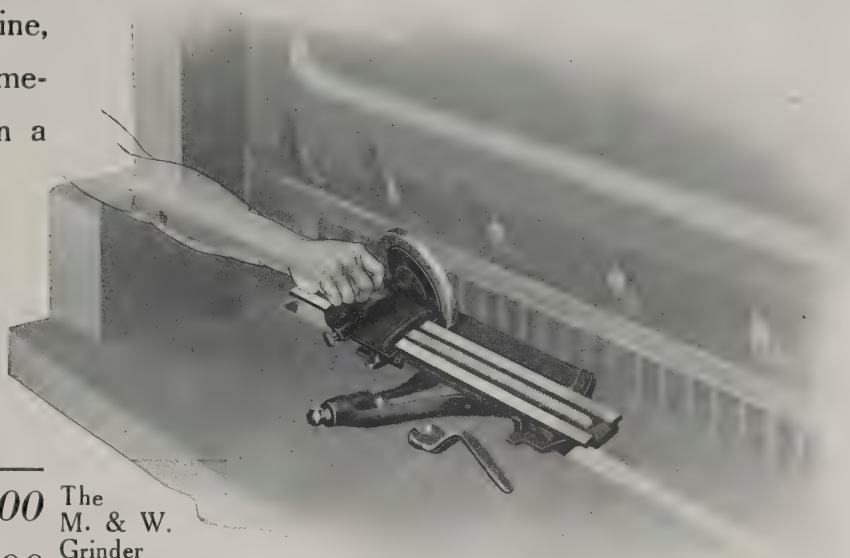

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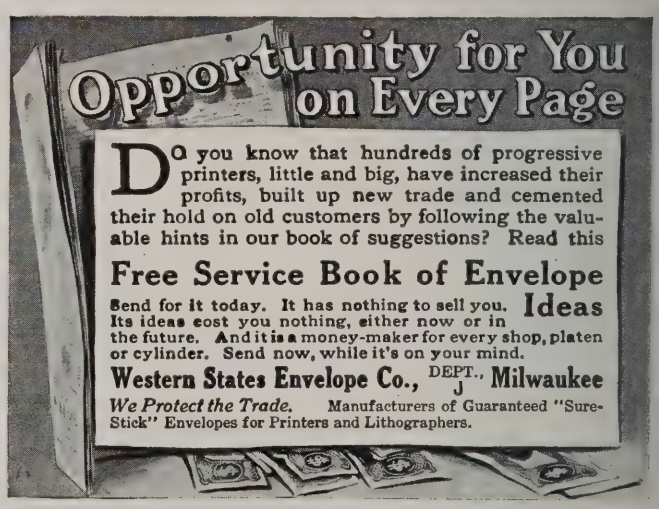
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A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-THREE | CHICAGO, NOVEMBER, 1915 | NUMBER ELEVEN

Meeting the Demands of the Business Man

By Ralph E. Fox, Editor of the Indicator, Chicago.*

I would like to have it understood at the beginning that my discussion of this subject is from the standpoint of experience with a journal which claims the position of a proper medium between the manufacturer and the seller. A dealer's trade journal.

A number of years ago it was my good fortune to have come to me direct a statement made by one of the heads of the Standard Oil Company. It was in answer to a query from his son just out of college, who was about to embark in business, as to what one man or element was responsible for the success of the Standard Oil Company. The young man was told that the success of the Standard Oil Company was beyond the possibility of any one man or plan, that it was due to the fortunate selection of business ideas that fitted the requirements of the buyer. That is about as simple an analysis of business that has ever come to my attention. It is in a nutshell the object of a business journal, proving that a trade paper must be recognized in the same light as any commercial enterprise to be properly understood.

The average business man of today is a highly efficient individual to deal with, due to the scientific treatment of business subjects and it has become necessary to produce a very carefully thought out business journal to meet the requirements of the modern business man. The result is that the business papers of today that are successful are those that are keeping abreast of developments in business efficiency.

The greatest of all trade paper virtues is accuracy. The business paper must be an authority in its field. To be authoritative it must be accurate. Yellow journalism has no place in the industrial press. There is no chance to fake the reading matter of a business paper. Your readers are the men who know.

A trade paper must ally itself with, and give its support to, all movements for the betterment of conditions in its trade. It is the servant of the trade, and wherever the trade interest is apparent, the propriety of its inquiries or discussions is above question.

The first essential of a weekly business paper is news. A weekly paper is a trade newspaper. If it is not a newspaper its publication is not necessary oftener than once a month. News in a business paper is reading matter 100% pure, that is to say, if you can give the readers real items of trade news such matter is the most liable to be read of anything in the paper. Of course, it is impossible to create 100% pure news matter in every weekly issue of a trade paper, unless you have a very broad field in which to operate. The average business man reads his business paper during his business hours. If he is a very active sort of an individual, which most live, wide-awake business men have to be these days, he has no time to waste and usually takes up his trade journal with an idea of simply keeping posted on what is going on. Because of news scarcity, it therefore must be certain that none is overlooked. This requires that the live weekly business paper be directly represented in all the large trade centers of the country and that its representatives serve it exclusively in its field. One of the greatest mistakes that is made by some trade papers is the syndicating of reading matter. It is a most expensive economy in that the results are in no way especially beneficial to anyone and lose for a paper that individuality and character which constitutes its backbone. News, however, is not all in the getting. News primarily becomes such by the manner in which it is presented. That you may better understand this, let me recite a little instance that occurred but a few weeks ago in our paper. There was a change in one of the biggest concerns in the music trade that was of such importance that everybody was interested in knowing of it. The item appeared in our journal under a double column head and was leaded and illustrated so that it stood out separately from everything else in the paper. To our great surprise, we received letters following this publication from some of the most prominent and wide-awake men in our industry, congratulating us on our big news scoop. As a matter of fact, it appeared in two other journals printed a day earlier, but not in a way to properly draw it to the attention of these men. And so you will find that no matter how thorough are the news resources of a paper there will be lost the great advantage to be gained by the publisher for his enterprise in securing it if the reader is not made to see the importance of the item

even before reading its contents. If the paper is made up in a haphazard manner, he will not see the important items. The busy business man wants above all a readable appearance to his trade paper.

As a matter of fact, every subject appearing in a weekly trade paper should in some manner have an element of news to it, either in the way it is presented or in the originality of its handling. Under the latter comes the new feature of modern business papers—exclusive photographs. Because of the wonderful results that have been obtained by the camera in the daily newspaper field, we have all become taught to expect our news to be served us as much through illustration as through reading matter. It has proved to be no difficulty to get a photograph of a man or subject connected with some big event in an original manner. Under present day rapid-fire operations it can be developed and halftoned within a few hours. As in the daily press so in the weekly business press you are going to find in the future that this will be a necessary department of trade service.

Even though you have satisfied to a fair extent the news demands of your readers, you have not cemented by any degree of certainty his constant attention to each and every issue of your paper. To get a reader and keep a reader at so much per year it is absolutely necessary that he be supplied with material, aside from news, that will become an operating force in the conduct of his business and when you have made your subscriber believe that your paper has become a part of his business he is bound to it for all time. This is the kind of a subscriber that makes the business press possible as the best advertising medium of any branch of publication work in existence. It is not going too far to state that the high class business papers of today are giving to their readers matter that could not otherwise be secured at a price at all within the means of the average business man, and this brings us to the next step in news service in a paper having to do with the retail trade—selling helps.

In order that selling helps should be made newsy they must be fresh, original and authoritative.

The first essential in the business of selling at retail is a proper understanding of the value of advertising. A business paper should give a great deal of attention to advertising matters and in a manner that will assist the dealer to make more certain the returns from his expenditures for printer's ink. We all know that the subject of advertising has a never ending variety of interest and therefore can be kept constantly fresh and newsy in a trade paper.

The first thing that greets the buyer after he is drawn to the salesroom is the window display. If on the ground floor, the dealer's window is the most expensive part of his salesroom and it is the duty of the trade editor to see that his trade is so advised that the greatest possible selling returns may be gained from their window displays. This feature of selling is in a great measure closely related to advertising.

So also in its respective order comes store keeping and a great helpful work can be done here. It is surprising with what little idea of style and neatness most dealers arrange their stores. And yet what an important part it plays in selling success. It is also surprising to see with what variety it is possible to handle this subject in a trade paper.

Advertising, window display and store arrangement are subjects to be covered to a great extent through illustration.

Then there are the articles on the actual selling of the goods and here should be exercised the editor's greatest care. Such matter should come directly from one who has successfully applied it. That means that a business paper should only undertake to print articles on selling that the reader can feel certain are dependable and that can be applied by him with successful results. Selling articles should be bought at a special high rate, higher per column than any other subjects in the paper, in order that the journal can command and present to its trade the very best ideas obtainable.

In short, if a journal is a proper retailer's forum, it must be put squarely and fairly before its trade as the proper avenue for supplying it with reliable and helpful ideas for its improvement in a manner to command the trade's attention, respect and faith. Herein there is one all important particular that should not be overlooked and must be handled broadly and liberally. I refer to the department in connection with supplying readers, either through its columns or direct, all proper information of a trade nature without charge. In this service department it is also proper that no charge be made a subscriber for a small want ad that has to do with the securing of positions or the filling of vacancies. There is nothing that brings a trade publication closer to the attention of its readers as being absolutely concerned in their welfare as this last. When it is successfully applied it creates a friendship that can be made more valuable than all the income that such a department might possibly supply.

A trade paper has a great deal more power than possibly its own publishers imagine. In this connection I have it in mind that recently we placed an advertisement in our paper, at which we ourselves had to smile because of the nerve that it required to accept it. The substance of the ad was the endeavor of a dealer to locate a piano sold on installments for which he had been hunting some eight months and which was moved from the State of Missouri in an effort to cheat the dealer out of his payments. The advertiser was not unreasonable, however, nor did he lack liberality, for we were given the whole of the United States in which to operate, he not having the slightest idea where the instrument might be located. Strange as it might seem, within one month the piano was discovered through a tuner in a small town in Texas, the dealer was so informed and he recovered the instrument. This I mention wholly to show you that the power of a trade journal is a great deal more than most of us realize which brings forth the question, are the publishers using their means fully to the end to meet the demands of their readers. I think not, and I am convinced that the time is not far distant, and in a great many instances has already arrived, when the business man will look upon his business press where properly conducted as the greatest efficient means for serving his business that it is possible for him to obtain, and that is really, gentlemen, the demand of the business man of the business press.

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*From address delivered at World's Press Congress, July 9, 1915.

THE NEWSPAPER—WHAT IS IT?

New Britian (Conn.) Herald Answers and Informs the Pulpit

BOVE is the caption of an editorial in the New Britian (Conn.) Daily Herald, kindly forwarded to this office by Wm. H. Taylor of Hartford, the founder of the Connecticut Editorial Association.

The editorial is an answer to criticism of the newspaper by the pulpit—a kind of criticism that is much less common throughout the country as a whole than it was a quarter of a century ago. The Press today more frequently receives and deserves praise than censure from intelligent clergymen, whose opinions are worthy of attention. There are exceptions, where ministers of small caliber seek notriety through sensationalism and the attracting notice by means of attacks upon the great modern agency of publicity. There are also a few clergymen, who vilify the press with like design or purpose, actuating machine politicians, tricksters and corruptionists, smarting under or fearing deserved criticism or exposure and mendatiously seeking to counteract the effects of weakening the power of the Press through destroying the faith of the people in the integrity, reliability and fairness of the newspapers. The fact is that the free press and the free pulpit have, of late years come closer together than at any time in the past and each looks upon the other as a helpful, co-ordinate calling, enlisted in the cause of human enlightenment and upbuilding. The free pulpit, the free school and the free press are the three great educational forces essential to the perpetuation of the liberties of free America, through broadening of intelligence, upholding virtue, morality law-observance and the religion of duty and service to allow citizens and all mankind ever advocating the principle of common brotherhood and equal rights, and mutual interests of all men. Each of these callings should be, and largely are, helpful to the other.

The newspaper is one of the newest of callings and its sphere and its product are frequently misconceived. It is not in a strict sense either a teacher or preacher, but still in a broad sense it both teaches and interprets not dogmas but truths which, if not the whole, is the highest function and duty of preaching. The newspaper has not inaptly been compared in its make-up and manner, objects and results of its records, with no irreverence to the Bible.

The New Britain Herald calls these sinners in the pulpits that they disgrace to account in the following strong terms and follows with the telling of what the news is as viewed by the Herald:

It is, indeed, a rare occasion when ministers of the gospel allow one Sunday to slip by unless some one of their number ascends the rostrum and flays the newspaper. These attacks, for the most part, embodied in discourses condemning the laxity of the laity in the manner of living, or the reversion of the race, usually end in a grand finale when all the sins of mankind are gathered in one great heap and hurled at the newspaper—the arch-fiend perverting modern day civilization. And yet, in the light of what the newspaper means to present day life, it is difficult for any intelligent, thinking person to believe all the jargon, rhodomontade, and diatribe that flows forth from the silver tongued orators of the cloth who vent their spleens on the press.

The newspaper, no one will deny, is a power for good, or for evil; if placed on the scales of justice its good deeds would easily outweigh its bad. As a matter of fact, the newspaper is nothing more than a chronicler of the times, a recorder of the present, printed voice of the people, brought into being because they wanted it,—it is their own child, they have made it what it is, it represents them in their every day living,—a mirror that reflects their passions, their sorrows, their joys, their every emotion. If the newspaper is bad, the people are bad; if good, the people are the ones who make it good.

All the activities of the human family are faithfully portrayed each and every day in the newspaper. Set down in cold type is the hot-blooded action of the murderer; the slow death of the starving tramp; the cries of the poorly clothed babies; the heart sobs of mothers; the giddy whirl of society; the glorious services of the churches; the roaring of the flames; the sinking of vessels at sea; the battle of knights on the fields; the dropping of bombs from the sky; the stealing of jewels; the machinations of corrupt politicians; the giving of charity; the winning of athletic championships; the doings of brokers; the romantic elopements; the birth of children; the joy of the wedding bells; the beat of the funeral march; the election of presidents; the overthrow of empires; the plaint of industrial workers; the building of cities; the suicide of the beautiful girl; the happiness of graduation; the wreck of the train; all, all, is in the newspaper; the smile, the laugh, the sob, the tear, they are all in their places, the whole gamut of human emotions, dressed and presented by men who devote their lives, just as faithfully as do the clergymen, to a calling they hold as sacred, as responsible, as anything on earth. That is the newspaper, with its good and its bad, the newspaper, nourished and fed by the great arteries of wires that stretch to every nook and cranny of the universe, that girdle the globe and bring all people together in the one great brotherhood of man. If it is wrong to do this, to teach the one-half of the world that, previous to the newspaper, did not know how the other half was living, then the newspaper is wrong, and it should be done away with. But who is there to bid it go? Who is to slay this sentinel of the human race, that watches while the world sleeps and itself never rests? Who is to kill this thing that is as regular as the earth's revolving; that is the same Winter, Summer, Spring and Fall; that is born

anew each day and yet never dies? Who will destroy this leveler of humanity, this hobnobber of kings, this dweller among the lowly, this pal of capital, this brother of labor?

And when every minister from now until doomsday has said his little say, the newspaper will still be going on, though the men who gave it their brains and blood will have passed the way of human dissolution. And it will always be the same guiding spirit it is today, the consellor of the frail, the moulder of public opinion, although mayhap, it will be a better newspaper because of the criticism of ministers. Yet, withal, it will never cease to be as democratic as it is now when it rubs elbows with the high and the low, the good and the bad, the rich and the poor, the comedian and the tragedian, the sinner and the saint, the prince and the pauper, the lovely and the ugly, the pure and the defiled, the young and the old. When it ceases to do all this it will not be the newspaper. It will then be some church organ.

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SOME IMPORTANT FACTS AND PRINCIPLES OF NEWSPAPER MAKING

The Texas Journalist, official paper of the School of Journalism of the University of Texas, Austin, published in its issue of the 15th, the very valuable address recently delivered by George B. Dealey, manager of the wonderfully able and successful Texas dailies, the Dallas News, the Dallas Journal and the Galveston News, before the journalism students of the University of Missouri.

The address, as a whole, is worthy of careful study, and is filled with crisp, meaty paragraphs that might well be termed aphorisms of newspaper-making. The following are seselected as being full of fruitful suggestions and guiding truths—seed thoughts—of great intrinsic value:

There is scarcely any business that requires more practical management than the newspaper business.

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Without the practical foundation of financial success there can be no superstructure of general welfare.

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Yet there are few occupations open to men where the earning of a livelihood is accompanied with such wonderful opportunities for the promotion of the public good.

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I have never been able to see the business sanity of continually selling an article at less than its cost of production, nor can I see in such practice the evidence of common sense or good judgment.

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After having determined what revenue shall come from the reader or advertiser, I wish to emphasize as strongly as I can the absolute importance of sticking to those rates, and of treating every customer alike. Play no favorites. Be fair to all.

Adhere closely to all standard principles of business in all dealings with the public. From subscribers collect in advance and extend credit for advertising only when the risk is considered a good one and insist on settlements when they are due.

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Readers should be given what they want so long as what they want is good for them. But a newspaper always has a moral responsibility, whether it appreciates it or not, to help its readers to higher standards.

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The newspaper should aim to lead and to instruct, as well as interest.

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The policy of any enduring newspaper must necessarily be based on what is true and what is right even though it sometimes may come into conflict with the opinions and prejudices of its readers.

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No publisher can shape his policies at the behest of any advertiser or class of advertisers for the sake of the revenues to be derived from these, without imminently endangering his enterprise.

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If a publisher does take money, knowing that he will thereby cause some of his patrons to get robbed, he will have adopted a policy for revenue only. No publisher, unless he be blind to his best interests and deaf to his conscience, will succumb to this influence, for the benefits are at best short-lived, and a continuation of such policy will mean eventual death to the newspaper.

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There are enough honest people to support all the newspapers the public needs. There is honest advertising to make prosperous a newspaper whose existence is otherwise economically and morally justified, and—sweet thought—honest people are not slow to recognize an honest newspaper.

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From a purely selfish viewpoint, it would be folly for a newspaper to permit an advertiser to exert an improper influence on the publication of news.

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The advertising columns of a newspaper are salable directly in proportion that its editorial and news columns are independent, honest and unpurchasable.

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There is a certain intangible value in the advertising columns of a newspaper which has prestige and controls the confidence of its readers that assures the advertisers a far more fruitful return than if the opposite were true. The same "copy" printed in two newspapers of equal circulation, but altogether unequal in public esteem, will bring surprisingly different results. It is an axiom among advertising men that a medium must be reliable if advertising is to be really profitable. The advertiser, therefore, benefits from a newspaper which is clean and dependable—a newspaper of character.

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VIGILANCE MEANS PROFIT.

" Experience has shown that successful vigilance work will definitely increase advertising returns. W. L. Harris, leading furniture dealer of Minneapolis, says that his advertising value has been increased more than 20 per cent by the work of the vigilance bureau in this city.

"If at any time any buyer has a complaint against an advertisement which cannot be adjusted satisfactorily with the advertiser, he should report his complaint to the local vigilance committee and it will see that justice is done."—Milwaukee Journal.

ADVERTISING IN COLONIAL DAYS.

By Carl Holliday, Professor of English, University of Montana, Missoula, Mont.

WHEN one glances through the magazines dealing with vaudevilles and circuses, and notes such announcements as "Wanted, A Sober Snake Eater," "Wanted, An Unmarried Living Skeleton," and "Wanted, A Steady Sword-Swallower, Who is willing to help feed the menagerie," one is likely to believe that the climax in unique advertising has been reached. But there is nothing new under the sun. Away back in the eighteenth century American newspapers were presenting advertisements just as strange, if not as startling. What, for instance, could be more unusually phrased, more "catchy" to the eye, as the advertising expert would say, than the following plea in the New England Courant of 1726 for the return of a black hat lost by some colonial gentlemen? The Courant was owned by James Franklin, but owing to the threat of the Massachusetts House of Representatives to prosecute him for using the Holy Scriptures in "mockery" and for "highly reflecting" on colonial officials, the paper was being edited under the name of his brother Ben, and perhaps the advertisement was but a creation of the latter's wit. Be that as it may, the notice appeared in the Courant, and to this day remains, in all probability, the most elaborate piece of advertising in existence:

"If there be any person that has imposed his surreptitious Digits or Bubonic Apthalins, on the Globular Rotundity of an Hatt, tinctured with Nigridity, let him convey his Intelligencies to the Preconic Potentate, where the sonorous Jar of his Tintinnabular Instrument, by a tremulous Perversion of the Minute Aereal Particles, affecting the Auricular Ogans, make an impression on the Cerebral Part of his Microcosm; and he shall receive a Premial Donation adapted to the Magnitude of the Benefit, whether the Hat has titillated his Manual nerves, or only struck the Capilliments of his Optic Nerve."

From its very inception the American newspaper has been hungry for advertisements. The first regularly established periodical on the continent, The Boston News-Letter, founded by the postmaster John Campell on April 24, 1704, contained in the first issue an announcement that it desired to publish just such material. "All persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares, or Merchandizes, etc., to be sold or let; or Servants Run-away, or Goods Stole or Lost; may have the same inserted at a Reasonable Rate, from Twelve Pence, to Five Shillings, and not to exceed: Who may agree with John Campbell Postmaster of Boston."

What a medley of wants and needs were appealed to in those advertisements of long ago! Andrew Bradford, the first printer in Pennsylvania, declared in his Philadelphia American Weekly Mercury that he had for sale "Jesuit's bark, very good Bohea tea, chocolate, molasses, new rice, pickled sturgeon, Spanish snuff, dressed deer skins, superfine lampblack (made at his own factory), and beaver hats, some with silk linings." What else could one desire? Then what hints of colonial culinary customs are found throughout the quaint pages! Hear the praise of ye old time chocolate maker: "James Lubback, Chocolate grinder, living near Mr. Colman's Meeting House in Boston, sells the best chocolate by Wholesale and Retail at the Lowest Price. He also takes in Cocoanuts to grind with expedition at six pence per pound." Again in the Weekly Mercury we read: "Lately imported, very likely negro men, boys, and girls, rum, sugar, and molasses." Surely a curious mixture, one would say; but then all came from the same place, the West Indies, and probably in the same ship. Such advertisements dealing with the slave trade were not at all uncommon, and the piece of human flesh was as eloquently praised as the "piece of horse flesh" on the modern Kentucky colonel's stock farm. "To be sold by the printer of this paper, the very best negro woman in this town, who has had the small-pox and the measles, is as hardy as the Horse, as brisk as a Bird, and will work like a beaver." So wrote Thomas Fleet, Boston postmaster, in The Post of that city in 1741. Again, in the same paper, we find the following announcement of a negro jack-of-all-trades who, like many another too handy fellow, evidently sought consolation in the bottle: "To be sold by the printer of this paper, a negro man about thirty years old, who can do both town and country business very well, but will suit the country best where they have not so many dramshops as we have in Boston. He has worked at the printing business fifteen or sixteen years, can handle ax, saw, spade, hoe, or other instrument of husbandry as well as most men, and values himself, and is valued by others for his skill in cookery and making of soap." The sale of human labor was not always confined, however, to the Ethiopians. White apprentices were not infrequently sold for specified periods. For instance, see this announcement in The Boston News-Letter: "A strong, lusty, white servant maid's time for about three years and a half, fit for any household service, to be disposed of by Mr. John Edwards, goldsmith in Cornhill, Boston."

Some of the advertisements of the day were, if not artistic, at least frank and to the point. Hear these warnings in The News Letter to two shop-lifters of eighteenth Boston: "These are to desire a certain woman that conveyed away a piece of fine lace of fourteen shillings per yard from a shop in Boston about three months ago, to return the same. And of another that convey'd away a piece of fine calico under her ryding hood some time since, satisfaction is demanded or else they may expect to be publickly exposed." These have at least all the directness and brevity that the modern teacher of advertising could instill into his pupils.

There was generally no evidence, however, that the colonial writer of advertisements had ever taken a school course in the subject; he frequently lacked the ginger, the snap, the "punch" which the modern expert inserts in such a manner that you feel compelled to read and to buy. Surely Boston Post man of 1741 used no surplus energy in designing such a mild advertisement as: "A certain person in this town wants to buy a good, easy, and gentle horse that will go in a chaise. Whoever has got one to dispose of is desired to inform the printer who will direct him to a chap." Sometimes however, the early advertising manager waxed poetic, and then his efforts doubtless gave colonial readers an æsthetic thrill equal to that produced by the jingles on the walls of the modern street-car. See how the publisher of The Boston News-Letter of March, 1769, rises to his opportunity when advocating the sale of rags:

"The bell cart will go through Boston before the end of next month to collect rags for the paper mill at Millton, when all people that will encourage the paper manufactory may dispose of them.

"Rags are as beauties, which concealed lie,
But when in Paper, how it charms the eye:
Pray save your Rags, new beauties to discover,
For Paper, truly, every one's a lover:
By the Pen and Press such knowledge is displayed
As wouldn't exist, if Paper was not made,
Wisdom of things, mysterious, divine,
Illustriously doth on Paper shine."

If the indications may be taken at their face value, editing a newspaper in colonial days must have been as precarious a business as it is in the twentieth century. Thomas Fleet, who has been mentioned as editor of The Boston Evening Post, evidently felt the necessity for eking out by some other means his income as printer and publisher; for hear him recommend himself highly as a talented and honest auctioneer: "This is to give notice to all gentlemen, merchants, shop-keepers, and others that Thomas Fleet of Boston, printer, (who formerly kept his printing house in Pudding Lane, but is now removed into Cornhill at the sign of the Heart & Crown, near the lower end of School Street) is willing to undertake the sale of books, household goods, wearing apparel, or any other merchandize by Vendue, or Austion. * * * Said Fleet promises to make up Accompts with the owners of the goods sold by him in a few days after the sale thereof."

Thomas Fleet was not only editor of those early days who struggled to drive the wolf from the office door. Time after time the hungry publisher pleads with his subscribers to pay up! Sometimes the delinquents are soothed with sugary solicitations; sometimes they are scolded; sometimes they are openly threatened; but the number of bankrupt editors of colonial papers shows that remittances came but hardly. After fifteen years in the profession John Campbell complained in his Boston News Letter that in spite of the fact that his journal was only five months behind in its European news he "had not suitable encouragement even to print half a sheet weekly, seeing that he cannot vend 300 at an impression."

The form of these pleas of the hungry editors varied from pathos to humor. Thus Thomas Fleet waxed sarcastic and in The Boston Evening Post of 1741 rebuked the delinquents with the lash of the Scriptures.

"The subscribers for this paper, (especially those at a Distance) who are shamefully in Arrear for it, would do well (methinks) to remember those Apostolocical Injunctions, Rom. xiii, 7, 8. Render therefore to all their dues; and Owe no man any thing. It is wonderful to observe, that while we hear so much about a great Revival of Religion in the Land, there is yet so little Regard to Justice and Common Honesty. Surely they are Abominable Good Works!"

Again Benjamin Edes wrote sorrowfully in his Boston Gazette and Country Journal in 1797: "The aged editor of the Gazette presents the compliments of the season to his generous benefactors and invites all those who have any demands on him to call and receive their dues: he likewise requests those of his customers who are two, three, and more years in debt to discharge their arrears as he finds it impossible to live upon the wind and promises equal uncertain." And in 1785 Warden & Russell printed in their Massachusetts Centinel the following polite, but significant reminder:

"A LOUD CALL.

"That 'times are hard' is the general complaint of all ranks of people; but that they are particularly so with the Printers hereof, is a certain truth, which must apologize for their now earnestly requesting those, whose accounts with them are of more than one year's standing, to make payment. Dunning is an unthankful business; and glad would they be, had they no occasion for it; but really the want of the money due them, while it sickens the whole heart, will urge them to a conduct disagreeable in the extreme."

Another unique type of advertising in those old days was that appealing for original contributions. As a newspaper reporter was unheard of, and as the editor was generally his own type-setter and press-man, it was customary for every paper to depend on ambitious scribblers of the neighborhood to fill the columns, and many were the requests for political squibs, moral essays, sermons, poetry, what-not. The Farmer's Weekly Journal of Walpole, New Hampshire, for instance, tickled the bump of ambition on village literary aspirants in the following language:

"The Editor implores his correspondents to afford him some literary and political aid. He is timorous, lest his readers should be nauseated with similar dishes, cooked by the same hand. Associates will, in the language of recruiting, meet with kind treatment.

"Wanted, a bale of American Biography; a quantity of Quips and Cranks; a load of Wit, and a few bundles from the Parnassian Shrubbery; pointed Darts of Criticism; and above all, during the dreary dullness of November, two or three genial sunshine days of American Patronage."

That the appeal succeeded is evident; for later the editor boasted that "the partners have obtained a tolerable credit with the house of Apollo & Co., and both the stock and the demand on the literary market indicate nothing like bankruptcy."

But there was tragedy now and then mingled with the quaintness of these old advertisements. Sometimes the strain of hot blood and crime and death shows through the faded ink. Long was remembered a certain advertisement inserted by Thomas O. Selfridge in The Boston Gazette of August 4, 1806, and long was its fearful outcome discussed. Benjamin Austin, a Republican politician, had circulatied a campaign story about Selfridge, a Federalist, and Selfridge in blind rage inserted the following notice in the Gazette:

"AUSTIN POSTED.

"Benjamin Austin, Loan-Officer, having acknowledged that he circulated an infamous falsehood concerning my professional conduct, in a certain case, and having refused to give the satisfaction due to a gentleman in similar cases: I hereby publish said Austin as a COWARD, a LIAR, and a SCOUNDREL: and if the said Austin has the effrontery to deny any part of the charge, he shall be silenced by the most irrefragable proof.—Thomas O. Selfridge.

"P. S. The various editors in the United States are requested to insert the above notice in their journals; and their bills shall be paid to their respective agents in this town."

Within an hour The Boston Independent Chornicle came forth with a reserved reply by Austin in which he stated that he did not care to enter into a newspaper controversy. Before the noon hour had passed Charles Austin, a Harvard senior, the son of Benjamin, met Selfridge on the street: there was a word or two, the

flash of a revolver in the hands of Selfridge; and young Austin lay dying on the pavement.

It is often said that the only certain things are death and taxes, and the taxes at length reached the poverty-stricken editors. On August 2, 1785, a tax on advertisements went into effect. An inky howl arose from the editorial room, and the presses groaned with protests. Samuel Hall in his Salem Gazette declared that "no printer can now advertise, even in his own paper, any books or pieces of piety or devotion not excepting the Holy Bible, without paying a heavy tax for it. How this accords with His Excellency's late 'Proclamation for the encouragement of Piety, Virtue, Education, and Manners,' let the framers of the act determine." But lean and hungry experience had taught Hall shrewdness, and how readily he evaded the new law may be seen in such an advertisement as the following: "Were it not for the tax upon advertising good books, the Printer hereof would inform the Public, that he has just published 'Extracts from Dr. Priestley's Catechism,' which he sells at five coppers single, and two shillings the dozen." And this was not all; a stroke of genuine genius in advertising soon afterwards appeared in the following letter printed in the paper: "I hear that you have for sale D. Watts's Imitation of the Psalms of David, corrected and enlarged with a collection of hymns in one volume. * * * And that by a law lately passed which, like the Stamp Act, is of extraction truly British, you are restrained from advertising them, unless you pay a heavy tax for it. As several of my neighbors, as well as myself, are in want of this valuable book, I hope you will not fail of supplying us.—J. R." Who would now declare that advertising cleverness has been cornered by the twentieth century expert? The abominable law just mentioned was of British extraction, was as bad as it was futile, and one feels like applying to it the last part of the title of a book advertised in the New England Courant of 1726: "Hoop-Petticoats Arraigned and Condemned by the Light of Nature and Law of God."

Of such a nature were the announcements and advertisements perused each week by our colonial forefathers. Those toil-worn and worried editors of early times received but poor pay for their humble advertising, and still less from their chronicly delinquent subscribers, and nearly all seemd to have died in poverty. But they served the nation in an hour when service meant genuine and conscious sacrifice. Old Thomas Adams, editor of the Boston Independent Chronicle nobly voiced the spirit of the profession when, racked with fever, and with his assistant in jail for too much freedom of the press, he announced in an issue of 1799 that "the Editor is on the bed of languishment, and the bookkeeper is prison, yet the Cause of Liberty will be supported amid these distressing circumstances."

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SOME WONDERS OF WIRELESS TELEPHONY BRIEFLY STATED

To what new discoveries the scientific investigations now in progress in the laboratories of America may lead, for the convenience, service, the preservation and well-being of man, or, on the other hand, for his subduing or destruction in war, only the rapidly passing months will reveal.

In view, however, of recent advances along many lines, and especially in the application and uses of electricity, scarcely anything that can be imagined, with any basis of utility, or within the resources of nature, seems impossible. The recent advances, discoveries and inventions that have made wireless telephony a fact, must lend to scientific investigators and inventors, hope for the realization of their most far-reaching ambitions, if not their wildest dreams. The accomplishments in wireless telephony has an important and very wide interest in the world of business as well as to newspaper-makers, who, by adding a data grapling device may be able to receive news in the spoken words of reporters three thousand miles away, recorded on the phonograph cylinders to be transcribed or typed by the needed number of typewriters, to hurry up copy and avoid any delay between the spoken words and the composing machines; or possibly the typewriter can be eliminated and the composing machine operator set directly from the distograph machine, listening to the words of the reporter across the continent or on the other side of the ocean.

The Altoona, Pa., Times gives the following epitome of accomplishment with wireless telephony up-to-date:

Wireless telephony is a fact. It has been established in so amazing a fashion that it is hard to grasp the wonder of it to express even a tithe of its potentialities. Sitting in his office in New York, Theodore N. Vail, president of the American Telephone and Telegraph Company has carried on a conversation by "wireless" with John J. Carty, the chief engineer of his corporation, who responded from Mare Island in San Francisco Bay.

Over 2,500 miles of desert, plain, valley, lake, river and mountain, flashing over roaring cities, unconscious villages and muttering forests, Vail's voice reached across a continent with no visible means of transmission.

This is the latest dazzling gift that Science has wrested from Nature's store house for the use of man. What does it mean? How is it going to affect us in our ordinary relations of life and in endless struggle forward towards a fuller, more complete, happier existence?

All that it will mean one cannot venture to say, but there is one big, pregnant meaning that thrusts itself forward and seizes the imagination: Wireless telephony has removed forever earth's frontier; it has given a voice to the hitherto silent vastnesses of the Arctice and Antarctic; it has linked civilization with the remotest parts of the earth, the ocean wastes, the desert sands, the mountain peak, the jungle depth. Those hardy souls whose spirit urges them into nature's most hidden fastnesses need never now be out of touch of the voices of their fellows to cheer them forward, share their discoveries, respond to their cries for aid. The inventors of wireless telephony declare they can send the human

voice to places where no wire could ever reach—that the sailor in midocean, the explorer in equatorial Africa, the adventurer on the Himalayan slopes can by the help of a comparatively simple apparatus, communicate directly with his fellows in the centers of civilization.

Wireless telephony has enoromously narrowed the bounds of the world and to the same degree has broadened the fellowship of man. That is its supreme accomplishment taken in its broadest sense. It is another shattering blow at the misconceptions, silly jealousies, sillier prejudices and silliest hatreds that artificial barriers have bred among men. It is another step forward toward the realization of that unfading dream of a day when we will blot the word "foreigner" from our dictionaries and "stranger" from our hearts.

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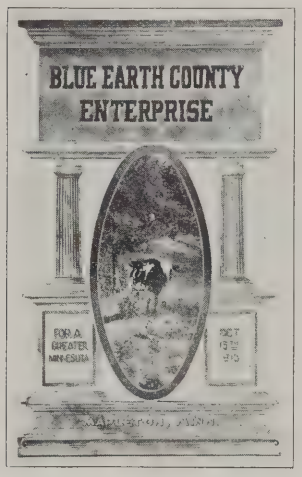
HOME INTEREST AND HOME BUILDINGS.

Can anything be conceived more valuable to the press and the people than keeping alive a



First and last pages of Editor Hotaling's Minnesota Week Issue.

sense of home advantages and of home interests and a mutual co-operative spirit for home improvement? The question has been answered by the results of the campaign in Minnesota carried on by the newspapers of the State, which was given extended notice in the October number of the National Printer-Journalist, and concerning which the Minneapolis Journal in its issue of October 18th, states:

Last week was the editor's chance to show his Minnesota patriotism—and he grasped it with eager efficacy.

The proposal for a "Minnesota booster week," originally made by Mr. H. C. Hotaling of the Mapelton Enterprise to the State Editorial Association, and repeated by him in a signed editorial written for The Journal, was generally adopted by the newspapers of the State. Each issued a special edition, in which the advantages of its own home town and county were convincingly set forth, and in which also appeared a generous presentation of Minnesota's attractions.

Copies of these special editions have been sent far and wide through the country. Subscribers furnished mailing lists of friends and acquaintances everywhere. Thus the tidings about Minnesota as the State pre-eminent in promise and performance have been forwarded to those predisposed to give them consideration.

This, obviously, is advertising of the best sort imaginable, and the effect on the upbuilding of the State will be large and important. It is advertising which could not possibly be purchased, and whose total value in dollars and cents cannot be estimated.

We have read with pleasure and profit a number of these special editions, and they inspire us with pride in Minnesota and pride in its newspapers. "Booster week' has been a striking success. Yet in their every issue these same newspapers are performing this kind of service for their communities and for the State. It is nothing new to them.

The picturesque and original feature of the affair has been the concentration of effort in one week. This simultaneous expression of faith in Minnesota and of the solid reasons underlying that faith is found to have a tremendous effect.

⁂ ⁂ ⁂

CO-OPERATION OF MERCHANTS AND NEWSPAPERS

The Des Moines, Iowa, Capital, gives the following as to one method being adopted throughout the country for advertising coöperation between the stores and the newspapers:

Next week has been set aside by the Bureau of Advertising of the American Newspaper Publisher's Association as national newspaper window display week. This means that the retailers in every city in America are asked to display in their windows those products which are nationally advertised in newspapers. The desire on the part of the Publishers' Association is to acquaint the consumers and readers of newspapers with the high character of nationally advertised products, and also to show the consumer where such products can be purchased.

Stores Coöperate

A large number of retail stors in Des Moines are cooperating with The Capital and Register and Leader-Tribune in featuring newspaper advertised products in contra-distinction to products advertised in other mediums, such as magazines, billboards and street cars.

The newspapers are naturally proud of the effectiveness of newspaper advertising, and they are anxious to convince both the retailer and the consumer that newspaper advertising is the primary method of reaching the public. On the other hand, there is no desire to decry other forms of advertising.

Some Live Advertisers

Some of the products that have reached a splendid sale in this community, using The Capital as an exclusive newspaper advertising medium, are: Shredded Wheat, Campbell's Soups, Peosta Soap, Meadow Gold Butter, Yacht Club Salad Dressing, Nestle's Food, Aunt Jemima Pancake Flour, Ivory Soap, Mallo, Crisco, Crystal Domino Sugar, Borden's Condensed Milk, Thompson Malted Food Co., Sheboygan Ginger Ale, Cliquot Club Ginger Ale, Morris & Co. products, Jap Rose Soap, Coca Cola, Kayser Gloves, Klostersilk, Carmen Hair Nets, Goodknit Underwear, Tuxedo Tobacco, Gillette Razors, Chicago Curtain Stretcher Co., Frank P. Lewis Cigar Co., Patterson Seal Tobacco, Geo. P. Ide Silver Collars, Piper Heidseick Tobacco, David Adler & Sons, Summit Shirts, Revere Rubber Co., Victor Talking Machine Co., Johnson's Orange Julep, United Shirt and Collar Co.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

IDEAS FROM THE OLD MASTER PRINTERS

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist, 4620 Ravenswood Ave., Chicago, Ill.

Possibilities of a Single Series

Simplicity of the Sort that Gives an "Infinite Variety." W. Arthur Cole, of the William F. Fell Company of Philadelphia, sends this department two booklets and a folder. I do not know what he sends them as an example of. Of printing, possibly. But I see in them examples of something especially in line with this department—examples

Of the "multum" that can be obtained from "parvo"—much variety of treatment with but the one series of type.

Of the taste that does not clog.

Of a print shop's individuality that can be passed along to the customer so that the jobs he pays for gleefully have an individuality of their own—one he is proud to have emanate from his firm. "Emanate" has not necessarily the idea of origination according to the dictionary I have as guide, philosopher and friend at this writing. It means "to flow out, issue, or proceed, **as from** a source." And there you are!

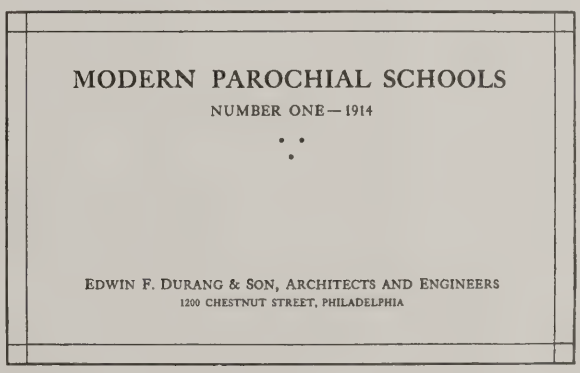
A print-shop that produces such two-fold individuality does something that causes its work to flow instead of to be dammed. And you can spell that word d——d in any way you like, so long as you maintain the sound.

I believe it is easier and cheaper to turn one's thoughts, if one is a designer, into such channels as those suggested by such work as that of the Fell shop, than to attempt to get up something startlingly different for each customer.

Get a good general style, and work all the pleasing permutations and combinations in that general style that are necessary in order to please individual customers, and you will find it as easy to work in a variety of styles that you have not the time, or mayhap the type, to perfect. I believe that in this very thing lies the success that some of the best typographers have made, from the early masters down to this day, when, through the requirements of the art of advertising, we have problems of which they never dreamed.

But the old masters had the primal idea, and would have followed it to the limit had they been called on to point the moral or adorn the tale of the tradesmen of their day.

A Simple All-Type Cover is a Relief Now-a-days. I will show A Fell Service booklet cover as A1—and it is "A1" in the sense applied to craft of simple excellence. The booklet is brown as to stock and ink—with a cover heavier in weight but lighter in color than the heavy


MODERN PAROCHIAL SCHOOLS
NUMBER ONE—1914
EDWIN F. DURANG & SON, ARCHITECTS AND ENGINEERS
1200 CHESTNUT STREET, PHILADELPHIA

A1

cameo stock of the body pages. The presswork is good. The muddiness so often produced on type matter by a brown that gives such a beautiful tone to the halftones as is a feature of this job, is pleasingly inconspicuous by its absence.

Now in all this booklet—24 pages and cover, 6x9, there is used but one series for cover, headlines, captions initials, body-type, and the nine pages of ads of manufacturers. And each of these ads has a very pronounced individuality!

The series is Caslon, which, along with sev-

eral other letters cast on similarly simple lines, has varying tones in the different sizes, but tones that are harmonious—that are bound to be harmonious, which is so often not the case when different series are used on a job. How much time the careful compositor often spends in trying to get a harmony of tone, which naturally worried the compositor—or compositors who set this booklet not at all, at all!

But we're not done with the cover. I leave it to you, if you received a booklet like this in a day's mail, whether it would not appeal to you from its very simplicity among the booklets and catalogues one is likely to receive in these days in the day's mail? I am not knocking the cover of many colors, the illustrated cover, the expensive cover. But there are so few simple covers, or else the ones that are simple are too simple, having the simplicity that is plain, onery ordinariness.

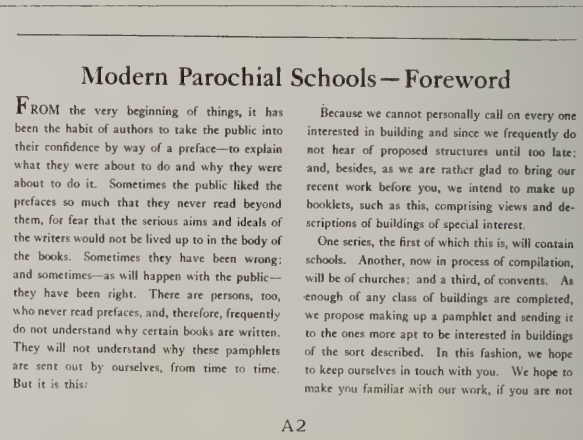
Some years ago, just such panels as this were largely in vogue, and they were found rather expensive for such constant use as they were put to. But how well this panel suits this especial style of composition! And this style is much simpler than the multiplication of the square effect that was once thought essential in panels. It has not, however, outlived its usefulness—in places where it can be used with effect, without straining it.

Mr. Cole uses the square style moderately, and it gives force when he does use it. The three period effect was only a few years ago considered an amateurist device because so many amateurs and inexperienced compositors employed it. The device is one that has probably been originated over and over again, especially where ornaments were scarce, along with combinations of hyphens and periods and colons and sometimes of screamers. But many master-printers are using it now, it frequently being as in this book, the only ornamentation on a job. And it is not at all a modern device, having been used by the old typographical masters. Three is one of the "magic numbers," and there is something about a triune effect that seems to be in keeping with all ages of art, and it may be noted that at the present time what might be termed triangular composition is largely used instead of squared combinations of lines. In fact the two lines and the period ornamentation give something of a triangular effect, and some very pleasing designs of this nature, more suggestive of a triangle, and much used, particularly with type at the top of a triangular ornament. I believe that in the June issue I showed a striking use of this idea in composition by reproducing a card set by Mr. Sahlin.

A Good Cover is a Good Part of a Good Book but Continue the Good Effect!

The cover of a booklet is a most important thing, of course. But how many times a booklet has a cover that so attracts favorable attention as to cause the booklet to be opened, and thus to disappoint because of the very contrast! This is sometimes the fault of the man who employs a crackerjack artist to get up the cover design, and leaves the "body" of the book to a very inferior compositor. But with all-type booklets that were, as this undoubtedly was, designed by the same individual, a fall-down from hopes psychologically aroused by the cover, depresses or disgusts the possible customer. With this booklet, no such error is made. The inside is richer and rarer than the very cover which induced its perusal. The inner stock is richer in tone than the cover, and the first inner page—the title page—has exactly the same design as that on the cover. But on the velvety stock it appears richer than on the rough surfaced cover. And the effect is enhanced by the leaving of the second page of the cover blank.

On the third page, in the midst of the soft space, is simply the modest, mystic, but powerful little work-mark of the Fell service. The fourth page—shown as A2—gives an idea of



Modern Parochial Schools—Foreword

FROM the very beginning of things, it has been the habit of authors to take the public into their confidence by way of a preface—to explain what they were about to do and why they were about to do it. Sometimes the public liked the prefaces so much that they never read beyond them, for fear that the serious aims and ideals of the writers would not be lived up to in the body of the books. Sometimes they have been wrong; and sometimes—as will happen with the public—they have been right. There are persons, too, who never read prefaces, and, therefore, frequently do not understand why certain books are written. They will not understand why these pamphlets are sent out by ourselves, from time to time. But it is this:

Because we cannot personally call on every one interested in building and since we frequently do not hear of proposed structures until too late; and, besides, as we are rather glad to bring our recent work before you, we intend to make up booklets, such as this, comprising views and descriptions of buildings of special interest.

One series, the first of which this is, will contain schools. Another, now in process of compilation, will be of churches; and a third, of convents. As enough of any class of buildings are completed, we propose making up a pamphlet and sending it to the ones more apt to be interested in buildings of the sort described. In this fashion, we hope to keep ourselves in touch with you. We hope to make you familiar with our work, if you are not

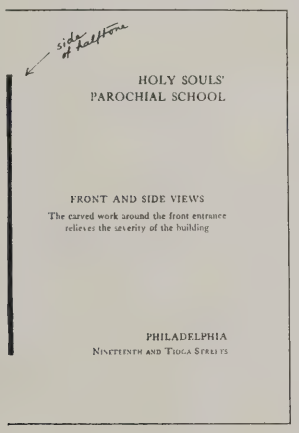
A2

the style of the "pure reading matter" pages. I never could see why some people objected to the good Saxon word "foreword." For my part, I always read a foreword; I sometimes skip a preface. This foreword talks very cleverly of forewords or prefaces—call them what you will—and it seems good that the foreword to the foreword ends with a colon at the bottom of the page. The rule at the top is the "style" at the beginning

of all the articles; the other beginnings are opposite the pages with cuts, the composition on which (except the folio number) is enclosed in a panel of the same heaviness of rule. The fourth and fifth pages are of severely plain composition, with wide spacing between the paragraphs. Pages 6 to 16 inclusive contain page articles on various schools, fine halftones of the schools, and floor plans.

Captions That Please Even the Captious Critick

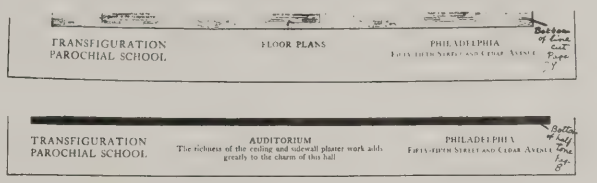
As A3 I show a part of page 11 because of the side-captions to the cut. 12 has the same composition, with the exception that in the center are the words, "Floor Plans," in caps of the same size as "Front and Side Views," on page 11, but here all the lines are flush with each other at the left. On page 11, it will be noted, it is the general design of the central wording that is flush with the top and bottom composition; that is, the line ending "entrance" is flush. Such small points of composition as this are worthy of very careful study by the young compositor. But bless you, he is not to be bound by them, if he wants to shine! That is what I try to impress on compositors who write me. Study all the details on the jobs that are reproduced—that is what they are shown for. But do not think you **must** adhere to these designs in setting similar work. Improve on them if you can. I'll bet the Fell Service compositors do not hold to any hard and fast rules in cases like these. And I know they study other folk's work. And I am sure they study their own work—probably lay it out with a pencil or pen, and experiment. Hence their individual simplicity, which may not be simplicity at all, but merely seem so.


HOLY SOULS'
PAROCHIAL SCHOOL
FRONT AND SIDE VIEWS
The carved work around the front entrance relieves the severity of the building
PHILADELPHIA
NINETEENTH AND TIOGA STREETS

A3

The Square Composition Rounded off by Short-line Long-line Combinations

I am showing two captions from two pages of the booklet as A4. Note how the compositor uses the square effect when he has words or sets of words that line easily. There was a time not many years ago when the old-time style of composition was broken away from, and the square style held full sway, with much attendant paneling. It took much spacing between letters to make square effects all over a job, and some of the effects were not good. Jobs were too much bepaneled and besquared not only from artistic viewpoints, but also from that of the cost of composition. But there was such a revulsion from what was termed long-line short-line composition that equal-line composition was rather overdone, though there were many splendid examples of composition where occasional spacing between letters did not ring in a very pronounced discord. But it was early discovered—as was early pointed out in the N. P.-J.—that many of the old jobs were not inartistic simply because they had long lines and short lines, but in many cases rather because they were a jumble of types and tones as well as of lines that seemed not at all considered in their relation with one another, particularly as parts of a whole that should be pleasing AS a whole. But when long-line short-line composition was revived, and done right, with due regard to harmonies of lines and "color" and tone and faces, it was seen that an occasional bit of square composition was not at all out of place.

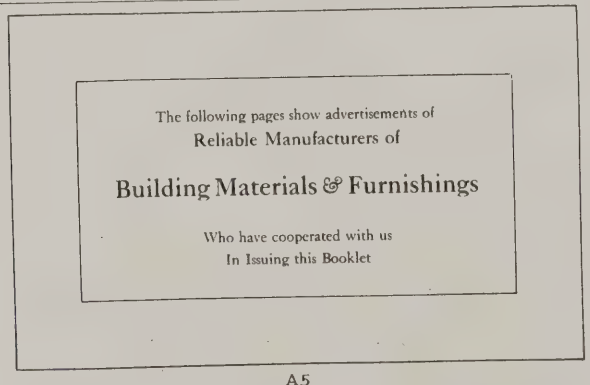


A4

The old masters of type composition handled long lines and short lines together with much artistic skill; but they were not up against an advertising age that had all kinds of inharmonious type. I refer not to the last twenty years, but to the last one hundred. There is still a lot of junk, or what should be junk, in many offices. And there is no pi worse than the intentional pi of those who go to many cases in the setting of one little job.

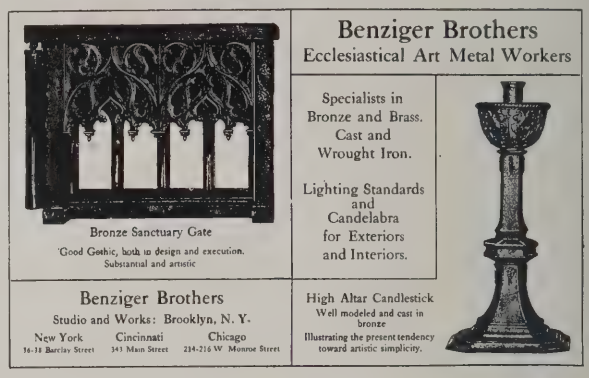
All the old Typographers Were Not Old Masters Here I might say something that I never saw pointed out—that just because a piece of printing was produced in the days before the Awful Age of Typography is no sign that it is good. There are some very badly composed old books, just as there are some execrable paintings in existence yet that were done in the times of the old masters. And there are some new masters of printing as well as painting, right here today in the U. S. A., who have done perfect work, judged by the standards of the old masters, or by standards just as good. Original work at that. All Earth's glory is not—or rather, should not be the Past's.

Series of Good Ads Good, Although Individually in a Single Series Co-operative advertising is frequently not appreciated by the co-operative advertisers, who are sometimes wont to speak or at any rate think of it as a "holdup." But I don't think any of the six advertisers who have co-operated with the architects and engineers will consider that they have any kick coming or going. Lo, are not their ads in the National Printer-Journalist? Possibly the reproduction of the halftones will not please them or the Fell people, but how different—how individual ads in one series of type can be made! That booklet was opened by its recipients, and every page was seen by them, and the advertisers were well advertised.


The following pages show advertisements of
Reliable Manufacturers of
Building Materials & Furnishings
Who have cooperated with us
In Issuing this Booklet

A5

We have heard of wheels within wheels, which is poetry, and we have seen rule borders within rule borders that were not pleasant to look upon. But here (A4) the card in the center stands out not brazenly, but with a subtly gentle greeting. The opposing page (A5) is an example of very skillful panel arrangement which is justified, which all panel arrangements are not. The general effect was of course helped by the halftones—the open spaces in the sanctuary gate being especially helpful in giving a brightness of tone. Note the periods after the words, "Brass," "Iron" and "Interiors," where a less thoughtful compositor


Benziger Brothers
Ecclesiastical Art Metal Workers
Bronze Sanctuary Gate
Good Gothic, both in design and execution. Substantial and artistic
Specialists in Bronze and Brass. Cast and Wrought Iron.
Lighting Standards and Candelabra for Exteriors and Interiors.
Benziger Brothers
Studio and Works: Brooklyn, N. Y.
New York 36-38 Barclay Street
Cincinnati 343 Main Street
Chicago 214-216 W. Monroe Street
High Altar Candlestick
Well modeled and cast in bronze
Illustrating the present tendency toward artistic simplicity.

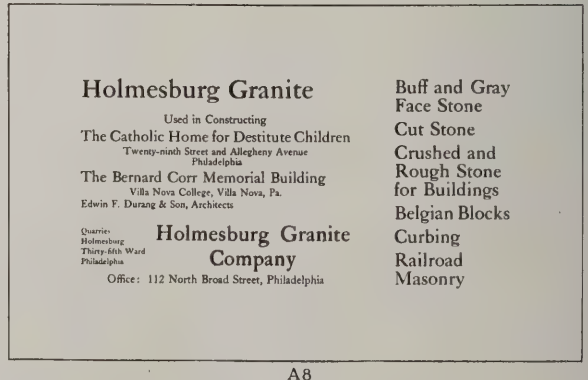
A6

might have omitted them. And the hanging panel does not look as though it was something that had slipped its moorings, as so many hanging panels do.

Altar of Carrara Marble with Mosaic Ornamentation
Specially designed and executed for Our Lady of Sorrows Church, Chicago
Altars Special facilities for fine execution in Altars and Railings, made of Marble, Scagliola or Rigalico
Statuary Church Statues, Stations of the Cross, Groups, Candelabra, etc., in Marble or Rigalico
Stained Glass Windows
Representatives in the United States and Canada for The Royal Bavarian Art Institute, F. X. Zettler, Munich
Your Altars, Statues, Stations of the Cross, or Windows will be distinctive and beautiful if proper care is exercised in their purchase.
Let the experience of others guide you. The same problems — the identical questions that are yours — have been those of others. Upon their decision you are safe to rely.
Of the Daprato Statuary Company it may be said that no other concern in the country is better known among the clergy for high quality of work — no other concern has seen so wide an experience in fine altar construction.
Our work may be seen in all parts of the country, and wherever placed has proved highly satisfactory.
Send for booklet "As Written" giving unsolicited testimonials which will interest you.
Daprato Statuary Company
Pontifical Institute of Christian Art
766-770 W. Adams St. Chicago
Studios, Chicago, Ill., and Pietrasanta, Italy
51 Barclay Street New York

A7

A7 is most carefully graded as to meaning, as in fact, is the whole book. Oh, if all display compositors who try to " make type talk" understood the science of modulation of the


Holmesburg Granite
Used in Constructing
The Catholic Home for Destitute Children
Twenty-ninth Street and Allegheny Avenue Philadelphia
The Bernard Corr Memorial Building
Villa Nova College, Villa Nova, Pa.
Edwin F. Durang & Son, Architects
Quarries: Holmesburg Thirty-fifth Ward Philadelphia
Holmesburg Granite Company
Office: 112 North Broad Street, Philadelphia
Buff and Gray Face Stone
Cut Stone
Crushed and Rough Stone for Buildings
Belgian Blocks
Curbing
Railroad Masonry

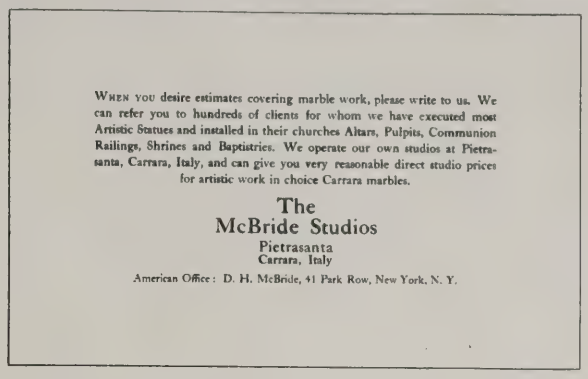
A8

tones of a talker. Here is the one rule in all the booklet that is heavier than the border rule. Was there a call for a heavier rule here, toned by a very faint underline (which may not show in the reproduction)? Surely it

was just what was wanted under the 24-point—not immediately under—just where it is. Such treatment as this is not due to a study of hard-

To Users of High-Grade Marble
We specialize in furnishing Marble & Stone (Imported and Domestic) to manufacturers who install same in Banks, Office Buildings, Churches, Residences, etc., and we are pleased to inform you that our special grades of Marble have been used in some of the prominent Buildings in the United States of America, as well as the Dominion of Canada, among which are the following:
Should you be interested at this time, in the use of Marble, we would be pleased to send you Samples free of cost, upon request.
Our Eastmon and German Formosa Marbles are in great demand, where high-grade decoration is desired
We do not confine ourselves entirely to these, however. Our other productions are also interesting
Let us know your requirements.
Woolworth Building, . . New York, N. Y.
McAlpin Hotel, ... New York, N. Y.
Tiffany Jewelry Store, ... New York, N. Y.
Heidelberg Building, ... New York, N. Y.
Civyler Building, ... New York, N. Y.
J. J. Astor's Residence, . . New York, N. Y.
Emigrants' Savings Bank, New York, N. Y.
and others too numerous to mention
Metropolitan Life Building, . . . New York, N. Y.
Manufacturers' Club, ... Philadelphia, Pa.
Banking House, C. D. Barney Co., Philadelphia, Pa.
Bank of Los Angeles, ... Los Angeles, Cal.
Atlantic National Bank, . . . Jacksonville, Fla.
Adolphis Hotel, ... Dallas, Texas
St. Joachim's Church, ... Philadelphia, Pa.
Branches:
Chicago Office
1132 McCormick Bldg.
Philadelphia Office
Twenty-fourth & Locust Sts.
Tompkins Kiel Marble Co.
595 Fifth Avenue, New York, N. Y.
Branches:
Montreal Office
1011 E. Township Bank Bldg.
Knoxville Office
P. O. Box 159

A9


When you desire estimates covering marble work, please write to us. We can refer you to hundreds of clients for whom we have executed most Artistic Statues and installed in their churches Altars, Pulpits, Communion Railings, Shrines and Baptistries. We operate our own studios at Pietrasanta, Carrara, Italy, and can give you very reasonable direct studio prices for artistic work in choice Carrara marbles.
The
McBride Studios
Pietrasanta
Carrara, Italy
American Office: D. H. McBride, 41 Park Row, New York, N. Y.

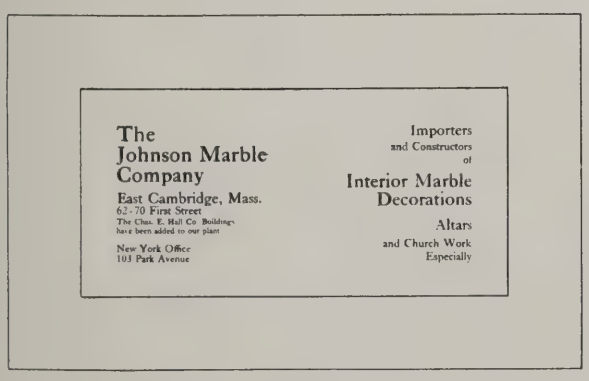
A11

and-fast law. I have seen advice to printers telling them never to put a rule within a panel of lighter rules Note that there are four lengths of 24-point, the last line being full. Note the "Your" in caps and small caps. In fact, in such composition as this, there is much for the beginner—and the full-fledged compositor—to note and note well. "Nota bene" is good advice when things are worthy of note.

In A9 the positions of the word "Branches" twice repeated, are suggestive. On this page is the only italic in the book—surely a touch of individuality. Here is "balance" of the kind that is very often very commonplace. Not here, however.

A10 can be read "at a glance" by one who keeps both eyes open. But that one will probably glance again, and transfer the ad to the eyes of the mind.

A11 is highly artistic, and a particularly good



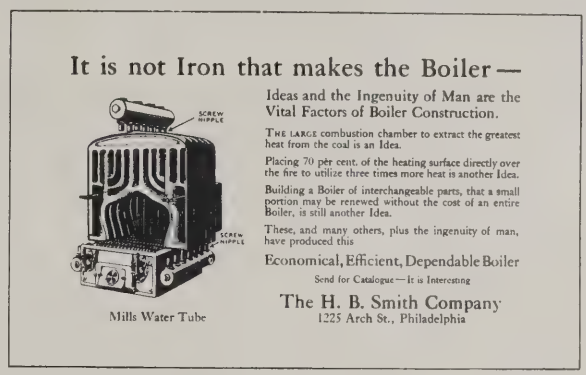
A10

example of modern composition in which square effects are combined with long and short lines that are neither too short nor too long when considered in relation to each other.

A12 is an admirable example of the choice

of just the right sizes of the series for the display. Could any other caption than a 12-point one, for instance, have suited the style of picture, or have helped the balance of the ad so well?

A13 is the last page, and the lettering is the


It is not Iron that makes the Boiler—
Ideas and the Ingenuity of Man are the Vital Factors of Boiler Construction.
The large combustion chamber to extract the greatest heat from the coal is an Idea.
Placing 70 per cent. of the heating surface directly over the fire to utilize three times more heat is another Idea.
Building a Boiler of interchangeable parts, that a small portion may be renewed without the cost of an entire Boiler, is still another Idea.
These, and many others, plus the ingenuity of man, have produced this
Economical, Efficient, Dependable Boiler
Send for Catalogue—It is Interesting
The H. B. Smith Company
1225 Arch St., Philadelphia
Mills Water Tube

A12

only departure in the book from the one-series idea. Doubtless the cut was not made for the book, but anyway, the lettering can hardly be said to be inharmonious.

Eighty-six Years of Supremacy
1828
MOTT'S PLUMBING
1914
Mott's Sanitary Drinking Fountains
There is danger in the public drinking cup.
Many State Legislatures and City Councils have made its use unlawful.
Boards of Health and other authorities have condemned it. They recommend sanitary drinking fountains, with self-cleaning bubbling jet, of which our "Crystal Stream" and "Puris" nozzles are advanced types.
The lips do not touch the fixture. You drink directly from the ever-changing jet of water—always clean, pure, fresh and wholesome.
To be fully posted, you should have our new catalogue, "Mott's Drinking Fountains." This covers a full line of fountains, both pedestal and wall types, in solid porcelain, vitreous ware and enameled iron.
It also shows bubbling faucets which can be attached to sinks and existing drinking fountains fitted with the old form of supply
If interested in Ornamental Drinking Fountains for outdoor purposes such as parks, driveways, playgrounds, public squares, etc., ask for Catalogue "K."
This shows an extensive line of artistic and practical designs in iron, bronze, and other metals; also special patterns for man, horse and dog, and combinations with statues, vases and posts or brackets for electric or gas lighting.
The Rockland
Branches:
Philadelphia Chicago Washington
Pittsburgh Cleveland Detroit
Boston Minneapolis Atlanta
Canada: Mott Co., Ltd., 134 Bleury St., Montreal
The J. L. Mott Iron Works
Main Offices: 5th Ave. and 17th St., New York
Philadelphia Branch: 1006 Filbert St.
Branches:
Portland (Ore.) Seattle Indianapolis
San Francisco St. Louis Kansas City
Denver Salt Lake City
Canada: 107 Union Trust Building, Winnipeg

A13

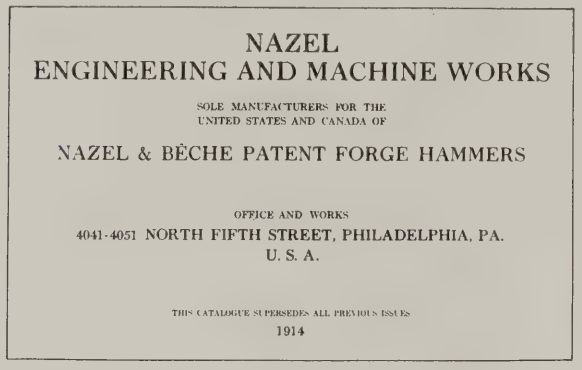
The caption is very cleverly placed.

Note that in this ad is the only example in the book of spacing between letters in a type that lends itself well to this device. But there was no need of this anywhere else. Here it

seems to be just what is wanted to set off the lettering.

And in a book containing so many ads, and composed in a singular series, you might think there would be some temptation to use 6-point before this, mightn't you? But it was reserved for this, the most voluminous ad of all, and makes good lower side lines at the end of the booklet.

"The Nazel Hammer Book" sent by Mr. Cole has an illustrated cover. I am showing the title page as B1. This is a modern style



NAZEL
ENGINEERING AND MACHINE WORKS

SOLE MANUFACTURERS FOR THE
UNITED STATES AND CANADA OF

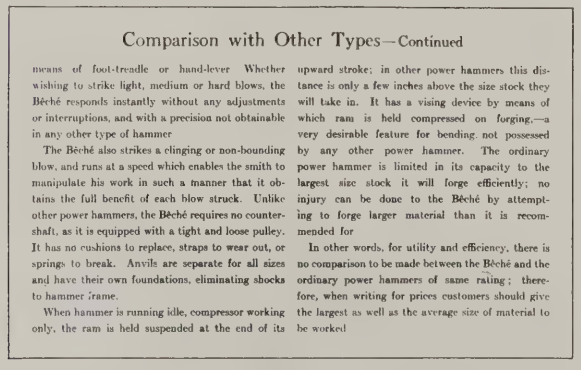
NAZEL & BÈCHE PATENT FORGE HAMMERS

OFFICE AND WORKS
4041-4051 NORTH FIFTH STREET, PHILADELPHIA, PA.
U. S. A.

THIS CATALOGUE SUPERSEDES ALL PREVIOUS ISSUES
1914

B1

of page which the square effect of the third and fourth line helps. I do not know that I particularly care for this style of title page as compared, for instance, with some of those the old masters used to evolve—maybe I'm



Comparison with Other Types—Continued

means of foot-treadle or hand-lever. Whether wishing to strike light, medium or hard blows, the Bèché responds instantly without any adjustments or interruptions, and with a precision not obtainable in any other type of hammer.

The Bèché also strikes a clinging or non-bounding blow, and runs at a speed which enables the smith to manipulate his work in such a manner that it obtains the full benefit of each blow struck. Unlike other power hammers, the Bèché requires no countershaft, as it is equipped with a tight and loose pulley. It has no cushions to replace, straps to wear out, or springs to break. Anvils are separate for all sizes and have their own foundations, eliminating shocks to hammer frame.

When hammer is running idle, compressor working only, the ram is held suspended at the end of its upward stroke; in other power hammers this distance is only a few inches above the size stock they will take in. It has a vising device by means of which ram is held compressed on forging,—a very desirable feature for bending not possessed by any other power hammer. The ordinary power hammer is limited in its capacity to the largest size stock it will forge efficiently; no injury can be done to the Bèché by attempting to forge larger material than it is recommended for.

In other words, for utility and efficiency, there is no comparison to be made between the Bèché and the ordinary power hammers of same rating; therefore, when writing for prices customers should give the largest as well as the average size of material to be worked.

B2

a little old-fashioned, but there can be no doubt that the style receives very good handling at the hands of the Fell folks. It is of course much better for a manufacturer's booklet than it would be for a piece of classical literature.

This booklet is even simpler than the architect's job. The fifth page is shown for two especial reasons. One has to do with the heading, which is exactly the same as that on the preceding page, where the article begins, excepting that a dash and the word "Continued" is added in smaller type. I like this style in such a book. The first heading may not have caught the eye of the person turning the pages of the book, but where it is repeated, as on this and the following page, it is sure to get him if he is at all interested. The folio number furnishes the other reason—these numbers are on the outside of all except the title pages. The booklet is illustrated with halftones, some of which break the panels in some way, and with very clear tabular work.

I think all these examples are more worthy of study than the comments, and I feel sure that such study will be profitable, even if made by advanced compositors. I did not know before I started to write that I would devote so much space to the jobs, and only wish I had a photo of Mr. Cole to print, as I did that of Mr. Sahlin in the July number.

⌘ ⌘ ⌘

THE HOME BOOSTER

If you like the old town best,
Help her grow!
If you'd have her lead the rest,
Tell 'em so!
When there's anything to do
Let the fellows count on you;
You'll feel bully when you're through,
Don't you know.

If you want to make a hit,
Get a name!
If the other fellow's it,
Who's to blame?
Spend your money in the town,
Where you pull the sheckles down;
Give the mail concern a frown—
That's the game!

If you're used to giving knocks,
Change your style!
Throw bouquets instead of rocks
For awhile.
Let the other fellow roast;
Shun him as you would a ghost;
Meet his hammer with a boast
And a smile.

When a stranger from afar
Comes along,
Tell him who and what we are—
Make it strong.
Needn't flatter, never bluff;
Tell the truth, for that's enough.
Join the boosters—they're the stuff.
We belong

—Scranton Board of Trade.

—In the Tonawanda, N. Y., Prospector.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I HAVE just been reading an article in a publisher's journal, dealing with the success of a certain Michigan editor, and telling how he did it. This article has interested me, because in summing up the reasons for his success as a newspaper-maker, this editor of the Wolverine State declares that "the keystone of the whole thing is getting out among the people of his territory and knowing them. Days spent among them," he says, "are among the best of the year, from the business standpoint."

This voices a truth which all home newspaper men should know. It is a truth which experience soon teaches any observant man in the calling and a truth which is most valuable to the novice.

Some two or more years ago, during my work in this department of the National Printer-Journalist, I aimed to emphasize the profitableness of this mingling with one's constituents, on the part of home newspaper publishers, by briefly reviewing the practice of a certain Grant County, Wisconsin, editor, of whom it is said that he has built up an extraordinary circulation chiefly through his habitual mixing with all the people of his home county.

I am told that this county editor is invariably to be found at all important public gatherings, though they may be held at a point at the extreme end of the county from where he lives and earns his bread and butter making a home weekly. If it is a shingling bee, they say Mr. Editor slips a hammer into his pocket and is on the roof with the earliest comers, driving nails with a will. If it is a raising, he hikes across the country and joins the crowd in the work. No matter what it is, a celebration, an auction or whatever, this editor is always there, for he is a great walker. Thus he earns from his people a fine feeling of comradship or natural freemasonry, which can be secured only through personal contact, and which makes of them everlasting subscribers. Of course, I am aware that we editors are not all so constituted that we could duplicate this rather unusual example of the Grant County legomobilist; but we all ought to get out as much as possible among the folks within our respective fields and get acquainted with the men and women from whom we must naturally look for support.

Misfortune, in the way of too many personal duties and inadequate help, during the past two or three years, has compelled me to make an interesting (but costly) experiment in the very line here discussed, inasmuch as I have been unable regularly to cover a certain portion of my territory in which at the beginning of the experimental period, by personal visitation and solicitation I had worked up a most gratifying list of subscribers and extensive patronage in the jobbing and advertising lines.

Today, after a period of neglect in this all-important matter, it is surprising to note the marked decrease of patronage in all departments of my business from this particular locality, whereas, during the same period business in all departments has continued to steadily increase from other sections of my field where I have been able to continue my regular visits. This getting out among one's patrons is not only the surest way of getting new business, but the acquaintances and friendships thus formed tend to make old subscribers stick, and at the same time it offers the editor his best opportunity to get the news of his territory, and thus the columns of the paper are kept up to high standards as promulgators of the home news, and to note and promote local interests and institutions which is another one of the surest ways to get new subscribers and keep the old ones.

✧ ✧

The first publication I have for consideration this month is that excellent Lake Norden (S. D.) Enterprise, so favorably mentioned in these pages last July. How neatly the first page of this sheet is gotten up can be seen by referring to the accompanying reproduction (exhibit 1) and I must particularly commend the fine "boost" for the home town represented

in the article in the two central columns of this page. Editor Byrde puts up his stuff in excellent shape and I like the manner in which he used the fact of commendation in these

Lake Norden Enterprise

Vol. 11 — Lake Norden, Hamlin County, South Dakota, Wednesday, August 4, 1915 — No. 17

Slim in Kingsbury

KINGSBURY COUNTY

IN THE LAND OF ROMANCE.

HAMLIN COUNTY

LOCAL NOTES

Thirsty Men Won't Sting

Editors Meet

Concert Saturday Evening

How About Your Subscription?

IS THIS "YOUR" TOWN?

The census figures we printed last week show that in spite of the obstacles and opposition Lake Norden has had to overcome ever since the day it was started no other town in the county has made such substantial gains. The commercial gains have been more than equal to the gain in population. There is a very good reason for this general growth. It is that Lake Norden business houses exemplify the golden rule. Farmers who have bought binder twine here this season have been given one more instance of this. Twine has sold in Lake Norden from one-half to two cents a pound less than any other town in the neighborhood. This is an example, but the same thing is happening in other lines almost every week of the year.

Our stores have long been noted for their large stocks and low prices, but in all other lines the business men of Lake Norden are trying to excel—making a united effort to make themselves a benefit to the people of the surrounding country. Our bank under the present management has been conducted with a view to taking care of the financial needs of the whole community and as a result occupies a commanding position in the county, with deposits exceeded by only one other bank. Our lumber yard has always enjoyed the reputation of carrying the largest and highest grade stock in the county, and without local competition has sold at lower prices than elsewhere. Our grain dealers are always willing to pay the highest prices that the market will stand. And last of all, the publisher of the Enterprise is following the lead of the other business houses of Lake Norden in trying to give subscribers the most for the money

No matter what you want you can get better values in Lake Norden, with more good will thrown in, than in any other place in this part of the state

Resolve that you will make Lake Norden your town this coming year.

Exhibit 1

columns of last July, as a vehicle in bringing the Enterprise's goodness again to the attention of its readers and in the same paragraph commending other business institutions of the home burg. These adroit little squibs pay, and the editor who can see and seize his opportunities in this line is fortunate.

✧ ✧

If there is any particular class of "print-shop" patrons against which I entertain a bitter (and what seems to me to be a justified) feeling of resentment, it's the bankers. In the first place, there is probably not another class of business enterprise which derives more benefit from the home newpapers than the bankers, yet in thousands of cases the banker does not return to the home paper half the patronage that is due under the true principle of just reciprocity. My observation and experience show me that banks more than any other class of institutions send away from home for the great bulk of their printing, and it is only of recent years that banks, as a class, have become convinced that it pays to carry an advertisement in the home press. And yet, whenever the home bank has become induced to advertise it, more often than any other home business firm, it demands the best position—a place on the front page—and it usually gets it, just as we see

Notice to Owners of Automobiles

We have installed, a very complete Vulcanizing Equipment for repairs of all kinds and sizes of automobile tires.

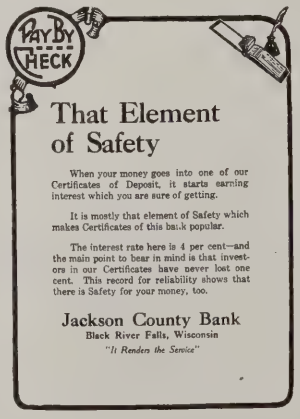
This new equipment is in the hands of experienced workmen, and we guarantee every job of tire-mending. All work can be done on short notice and the price will always be reasonable. You can save money at our prices and also the express charges. Bring in your tires.

Tollack Auto Company

Black River Falls, Wis.

Exhibit 2

here in this reproduction of the front page of the Jackson County Journal, that excellent weekly by Merlin Hull, of Back River Falls, Wisconsin. There is less reason why a publisher should favor bankers than some other patrons—but in this age of dollar-worship, one



Pay By Check

That Element of Safety

When your money goes into one of our Certificates of Deposit, it starts earning interest which you are sure of getting.

It is mostly that element of Safety which makes Certificates of this bank popular.

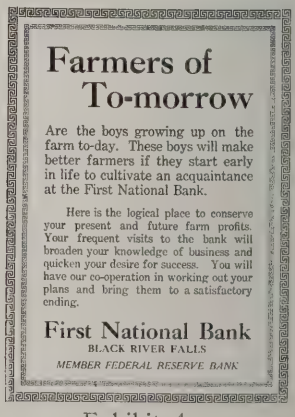
The interest rate here is 4 per cent—and the main point to bear in mind is that investors in our Certificates have never lost one cent. This record for reliability shows that there is Safety for your money, too.

Jackson County Bank

Black River Falls, Wisconsin

"It Renders the Service"

Exhibit 3



Farmers of To-morrow

Are the boys growing up on the farm to-day. These boys will make better farmers if they start early in life to cultivate an acquaintance at the First National Bank.

Here is the logical place to conserve your present and future farm profits. Your frequent visits to the bank will broaden your knowledge of business and quicken your desire for success. You will have our co-operation in working out your plans and bring them to a satisfactory ending.

First National Bank

BLACK RIVER FALLS

MEMBER FEDERAL RESERVE BANK

Exhibit 4

can hardly expect anything different. The Journal is long on "short locals," has an able department of editorials and carries a creditable lot of country news-letters. It strikes me that it would improve this sheet to head up some of the stories, however.

My purpose in reproducing these four adver-

tisement specimens form the Jackson County Journal is to show how well an advertisement can be set by following out the strictest lines of

HARDWARE and
LUMBER
Our large stock of both Hardware and Lumber enables you to select just what you want.
We guarantee the quality, and the price is always right.
We can save you money on anything you need in our line. Call and let us show you.
CHAPPLE Hardware and Lumber Company
Hixton, Wisconsin

Exhibit 5

simplicity. The reader will note that in exhibits 2, 3, 4 and 5 all ornamentation has been left out, and yet the effect is really ornamental.

✧ ✧

Some of you country editors who would like to make a snappy, newsy paper and would like to know how it's done, should write to Editor H. E. Hogue of the Eaton (Colo.) Herald, and ask him to kindly send you a copy of his sheet—and don't forget to enclose a few postage stamps. Brother Hogue gets out one of the brightest home papers I have ever seen. He seems never to lack material for his numerous headed stories, yet he carries a greater amount of short, unheaded stuff than the average sheet in the Herald's class. Of course as an editorial writer, this Colorado publisher is gifted above many of us, and hardly any of us could hope to duplicate his "dope" in this line; but seeing the Herald is inspiring, any how. The secret of Brother Hogue's great success as an editor is the same as that of all success. Whenever we see a man or a woman at the top notch in their respective calling, we may set it down with safety that their professional eminence is due to one thing, and that one thing is the secret—originality. And Brother Hogue is doubtless one of the most original editors from whom this department hears. This has been illustrated, I believe, from time to time in the past, when I have been moved to write about this contributor, and as an additional evidence, permit me to cite this one instance: One day Editor Hogue and his family took an auto ride from Colorado Springs to Canon City, and while at the latter place made an inspection of the state penitentiary, and on the week following, over a very clever writeup of the trip, into which was woven a brief description of the Royal Gorge, Pike's Peak, the Sky Line Drive, the lofty mountains and all the other varied wonders of that wondrous country, blazed these startling headlines: "The Herald Editor in the Penitentiary." "We have had many narrow escapes," declares the Herald Editor during the course of his story," but this was our first visit to such an institution." Obeying the same original instinct, last summer, when Editor Hogue was about to depart on a vacation, he wrote to each of his several contemporaries inviting them to each write an editorial for the Herald for publication during the week or two which he expected to be absent. The stuff which came in response to this invitation constitutes a rich collection, for, as I have remarked before, the Colorado editors are noted for their wit and humor. If an editor ever got roasted, it was H. E. Hogue in these editorials from his neighobring editors. But beneath all of the roast was a prominent undertone of brotherly love and respect—at least, this was true of all but one of the editorials, and this last was the only one out of the bunch to which Brother Hogue took exception when he got back to the editorial chair. Mr. Hogue had assigned each of his brother editors a subject, each a huge jest in itself, of course, and to the Greeley editor befell the topic, "Independent Newspapers are the Best." The Greeley editor seems to have made the mistake of taking the thing seriously, and so seized it as an opportunity to exploit his opinion that "Independent Newspapers are Not the Best." In a later edition of the Herald Brother Hogue defends the Eaton Herald's position as an independent newspaper in a most able and admirable manner. Among other things he says:

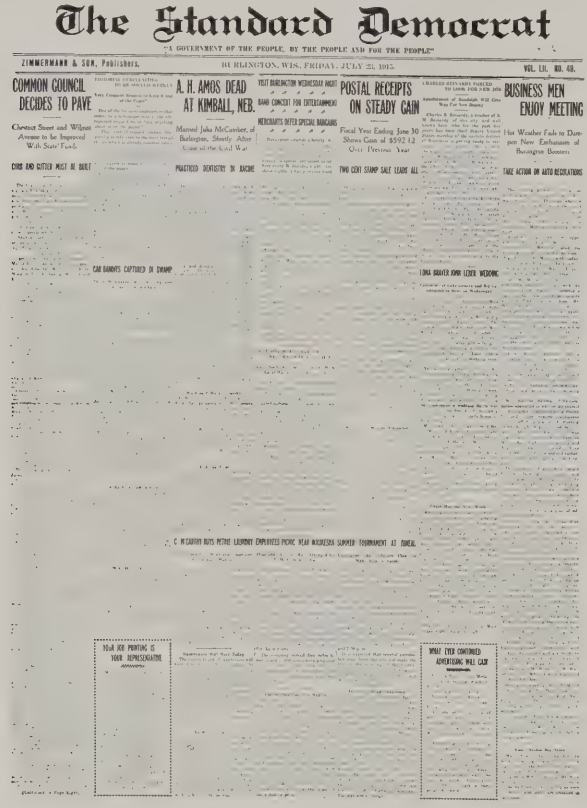
"We are simply independent as far as politics are concerned. We refuse to wear the dog collar of any political body, and, judging by the returns at every election, we have the company of a large number of voters. This thing of declaring that one party is always O. K. and the other always wrong is all popycock."

After which he sums up the truth as follows:

"The truth of the matter is that there are but few of the old-time partisan newspapers left and they are absolutely without influence. Nowadays the people think for themselves and look to the "independent" newspapers for unbiased opinions on all subjects. The partisan newspaper is a relic of the days when a man voted as he fought.

"Mr. Kinney simply has a wrong interpretation of the term "independent." The independent newspaper refuses to bow down to any graven image set up by any bunch of politicians. It claims the right to take the side of every question it deems proper. The cowardly part comes in when a newspaper is tagged and muzzled by any political party."

It would be hard to find a handsomer, better newspaper in the state than that which The Standard Democrat of Burlington, Wis., is getting to be. When I first saw this sheet it was not so handsome, but, step by step, Publishers Zimmerman & Son have been improving it, until today it is among the best. The Democrat is fortunate in the fact that its excellence is confined not alone to any one particular department, but its goodness extends to all features. See this delightful first page (exhibit 6) and note the beauty and symmetry of mechanical makeup. This illustration shows, too, how creditably the columns are filled. In this



The Standard Democrat

"A GOVERNMENT OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE"

ZIMMERMANN & SON, Publishers. BURLINGTON, WIS., FRIDAY, JULY 23, 1915. VOL. LII. NO. 48.

COMMON COUNCIL DECIDES TO PAVE

A. H. AMOS DEAD AT KIMBALL, NEB.

POSTAL RECEIPTS ON STEADY GAIN

BUSINESS MEN ENJOY MEETING

Exhibit 6

latter point all other pages of this paper are equally good, and particularly praiseworthy is the editorial page, where besides a gratifying number of high grade editorials, there is to be found a department of short paragraphs under the head of "Old Hickory Chips," which are veritable gems of wit and wisdom. The Standard Democrat makers have only to adopt this department's ideal plan of arranging displayed advertising, and reset the date-line below the title in harmonious faces, to achieve perfection. Besides the high quality editorial work, the fine print captures my admiration, too, and here in exhibit 7 is a very well executed doube page ad which shows how much the Burlington business men appreciate and co-operate with, their home band. The great quantity of local and county news carried is among the Democrat's most gratifying features,

EAT ROSE'S ICE CREAM

Special For Wednesday Night

Chas. Chaplin Crystal

Always Specials in Good Things To Eat Grocery and Bakery Fred A. Ebbers

Special Prices Summer Shoes and Oxfords Burlington Shoe Store

Every Receipt A Guarantee

BURLINGTON INVITES YOU TO FREE BAND CONCERTS EVERY WEDNESDAY EVENING

These Concerts are arranged for your entertainment. Come to Burlington and enjoy them. Partake of the hospitality offered you by Burlington citizens.

Our Big Special for Wednesday Eve., July 28 Racine Work Shirts 39c

Johnson & Rittmann

FREE! Hygienic Tooth Paste

S. M. Reinardy Co.

SANITARY ICE CREAM SODAS

MONEY SAVING SPECIALS OFFERED EVERY WEDNESDAY EVENING

VISIT OUR STORE Pieters Bros. Dry Goods

ALWAYS SPECIAL

DAVID BROTHERS

Burlington Merchants Extend a Special Invitation

Wednesday Eve., July 28

They Have Arranged a

SPECIAL BARGAIN NIGHT

Every merchant will have some special bargain that will make a visit to Burlington worth while. Read the ads. herewith, notice the bargains offered and plan to come to Burlington next Wednesday and take advantage of them as well as to listen to the free band concert.

C. G. Foltz Co.

ON WEDNESDAY EVENING Crawford The Jeweler Will give you a 10% Discount on all Silverware

Burlington Drug Co. The Rexall Store Headquarters for Mansfield's Ice Cream

John V. Itzin Headquarters for all kinds of Harness Goods Trunks and Suit Cases

Band Concerts and Real Bargains

The Store of Personal service wishes to announce that no stone will be left unturned to make your visit to Burlington on Band Concert Evenings both enjoyable and profitable for you.

On Wednesday Evening, July 28

we offer for the two hours of ONLY 7 p. m. until 9 p. m. ONLY Your choice of

Any 25c Dress Material at 18c per yd. 7Oc each
Any 18c Dress Material at 13c per yd. 38c each
Any 15c Dress Material at 10c per yd. 19c each
Any 12½c Dress Material at 9c per yd. 25c pair

And besides, 100 BUTCHERS STAMPS—100 Absolutely Free With every purchase of $1 and up Band Concert Nights Only

The Store of Personal Service Wm. Rosenberg Burlington Wisconsin

3% Paid On Time Deposits Bank of Burlington Burlington, Wis.

Save your money and do your banking with an institution that will help you, in turn

Over 44 years of successful business in Burlington and vicinity

Office open Saturday evenings

SODA GRILL Confectionery Department

Operated in Connection With Our Modern Hotel and Cafe

Try Our Wednesday Night Special Sundae It Will Please You

SHIRTS Our Specialty Every Style, Color and Price Frank Stang

THE BEST PLACE TO EAT In Burlington is at the EMPORIUM RESTAURANT

Special Fruit Sundae 10c Wednesday Night Frank T. Tobin

When in Burlington See Schenk & Prasch For Good Things to Eat and Drink

Special Bargains in Good... Staple and Fancy Groceries Highest Price Paid for Eggs P. J. STRASSEN

Come in and hear the best music that any machine can reproduce The Edison Diamond Disc C. L. Gleason

Exhibit 7

and here from its columns I quote some approvable thoughts on a subject with which I am sure every home newspaper maker more or less is familiar.

"One of the frequent experiences that come to a newspaper man is the oft-repeated request not to "say anything about it in the paper."

"This sort of request comes frequently in reference to the most trivial things which are already common news, and certainly no secret, and its publication would be neither a disgrace, or even an annoyance—yet the unreasonable request is made that it be kept out of the paper.

"People who make such requests seem to forget that it is the publisher's business to print the news, and, to comply with their unreasonable request, reflects on his capability as a purveyor of legitimate news. Certainly there is a lot of matter not printed, which, on the other hand, some people think should be published—but that's what an editor is for, to act as an umpire and make the decisions as to what should and what should not be printed. The success or failure of the paper depends on his ability as a guesser as to what is right and what is wrong when presented for publication. The request to "keep it out" is generally wrong."

The Birnamwood (Wis.) News is a seven-column quarto, but since only two pages are home-printed, it is greatly handicapped in a contest for the highest rank among the best newspapers. Nevertheless, the two home-printed pages are filled up with creditable matter and the print is good.

✧ ✧

A great and good newspaper is the Butler County Press of David City, Nebraska, which if I remember rightly was fittingly reviewed in these columns not a great while ago. The Press is remarkable for its abundance of reading matter, its excellent typography and pleasing print. It is a seven-column quarto, all-home-printed sheet and gets a commendable patronage from the home business men. Among the strong features is an able department of editorials.

✧ ✧

Earl R. Adamson, another Wisconsin editor, publisher of the Belleville (Wis.) Record, is

You'll understand why this store is successful when you see our

Men's $10 Suits

This is an absolutely new department at "The Hub"—a line of Men's and Young Men's Suits to retail at $10—to supply the needs of the man of family, the man of modest means, who of necessity must figure to get utmost value at a moderate price.

How can we do it? Buying large quantities of merchandise on an absolutely net cash basis from a manufacturer who specializes on one grade of clothing, with little overhead expense, and selling to you on a very small margin of profit, for cash, is the secret.

We aim to make this a permanent all year 'round feature, in the interest of the man of modest means, so that he can get at THE HUB at any time, summer or winter a remarkably good suit of clothes at $10.

These suits are cut on the latest models in all sorts of goods and patterns, blue serges, plain grays, dark mixtures, or light colors, stripes or plaids. Suits for old men, and nobby suits for young men, sizes 32 to 46, stouts and regulars, and especially suits for High School boys of ages from 16 to 20 years—$10.00.

No, we do not claim they are $20 and $25 values. But we know that every purchaser will be pleased and will tell his friends and be a living, talking advertisement for the HUB $10 SUITS.

Other extra specials are $2.00 Hats, $2.00 Work Pants, $3.50 Shoes, and $5.00 Raincoats, and the best 50c Overall and Work Shirts in America.

THE HUB
MADISON, WIS.

There's a Reason Why We Are Known as Madison's Biggest and Best Clothes Store

Exhibit 8

always getting off something smart. He's a good deal like the Colorado editor on whom I spent so much space a few paragraphs back—he's original. Here's a slogan he runs at the top of his front page: "All of the news most of the time, and most of the news all of the time." In exhibit 8 is a pleasing advertisement taken from the Record.

✧ ✧

When I was at Madison last spring (it seems I never will get done talking of that trip to Madison) I met a Scotchman who told me he ran a paper somewhere up in the northern part of Wisconsin. Now I am reminded that the Scotchman was N. S. Gordon and that (with his son) he runs the Barron County News, Barron, Wis., a promised copy of which has been lying on my desk these several months. Now, of course, I realize that this paper was not intended for review in these columns, and I don't intend to dig into the News here; but, in a general way I want to say this is a bright, spicy paper and a credit to my Scotch-American friend and his son. One of the most interesting things about this contribution, to me at least, is the advertising rates, as published at the head of the excellent editorial column. They range from 10 to 25 cents per inch, according to amount of space used or contracted for. In order to get the minimum rate one must contract for at least 750 inches of space, and the maximum rate is fixed for all users of less than 5 inches of space. Then on top of these rates the News publishers tax advertisers up with 5 cents an inch for composition, which is the way it should be. The rates first quoted, you see, are for space only. I begin to understand now how Brother Gordon could afford the luxury of a trip to Madison.

✧ ✧

THE FATHER'S CARE

O trusting soul, doubt not!
Thy prayers shall answered be;
For He who for the sparrows cares
Will also care for thee.

Behold the flowers of the field
Bloom beautiful today;
Your Heavenly Father clotheth them—
Are ye not more than they?

Why take ye for the morrow thought?
God is thy portion still;
Tomorrow for itself will care,
Whate'er of good or ill.

EDWARD S. SMASHEY.

The foregoing pretty little verses graced the tops of the two central columns of a first page of a recent issue of the Lawrenceburg (Ind.) Press, and are from the pen of a former publisher of this excellent sheet, who is still with the publication. I always knew that Brother Smashey "wielded a facile pen," but this is the first evidence I have had that he possesses poetic ability.

✧ ✧

The front and back pages of the Morrisonville (Wis.) Tribune, containing five columns each, constitute the home printed portion of the quarto, hence it can readily be seen that possibilities for excellence are limited in this sheet. The editor's efforts are confined to gathering of the local news.

"Occasionally," says Oscar H. Givler in a note to me a long time ago, "a 'smith' composes a piece of work he considers worthy of his efforts, as also a fit specimen for criticism," and so he sent a bundle of different issues of the DeKalb (Ill.) Review, from which I have selected a number of ads for reproduction, presuming that they are Mr. Givler's work. (Exhibits 9, 10, 11 and 12. These creations show the fine skill and taste of their author.

Exhibit 9

Exhibit 10

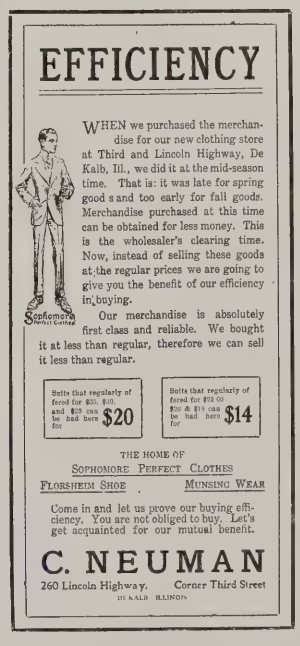

EFFICIENCY
WHEN we purchased the merchandise for our new clothing store at Third and Lincoln Highway, De Kalb, Ill., we did it at the mid-season time. That is: it was late for spring goods and too early for fall goods. Merchandise purchased at this time can be obtained for less money. This is the wholesaler's clearing time. Now, instead of selling these goods at the regular prices we are going to give you the benefit of our efficiency in buying.
Our merchandise is absolutely first class and reliable. We bought it at less than regular, therefore we can sell it less than regular.
Sophomore Perfect Clothes
Florsheim Shoe
Munsing Wear
Come in and let us prove our buying efficiency. You are not obliged to buy. Let's get acquainted for our mutual benefit.
C. NEUMAN
260 Lincoln Highway, Corner Third Street
DE KALB ILLINOIS

Exhibit 11

The Lawrenceburg (Ind.) Press ran a prize subscription contest last Spring. I haven't heard as yet how sorry the publisher turned out to be. The principal prize was an automobile.

THE standard of this establishment may be judged by the high grade SHOES we sell.
There is no more emphatic way in which we can state our business principles.
Blomquist Bros.
De Kalb, Illinois

Exhibit 12

ADVERTISING LEADS 50,000 INTO PEWS; MANY NEWCOMERS

More than 50,000 Clevelanders attended services in the 200 federated churches yesterday. The "go-to-church" advertising campaign conducted last week greatly increased attendance. It was estimated by Rev. Dr. Bustard, chairman of the committee which conducted the campaign, that 10 per cent of these were newcomers who could be expected to continue attending church services.

The large congregations in each of the churches were greeted by the pastors, who had prepared special sermons. Rev. W. N. Vickers, pastor of the Miles Avenue Church of Christ, discussed the modern church, its faults and their remedies. His topic was, "What is the Matter with the Church?"

Too Much Form in Churches

"One thing that keeps men away from the church is the vast difference between its precepts and practice," he said. "The laboring man does not like to go to church, because he is either frowned upon or patronized. The church is not simple enough. There is too much dignity and form. The pulpit is more concerned with the hereafter than it is with the present life, and spends its efforts upon personal salvation to the neglect of social salvation.

"The intellectual objections to the church are that the preaching is too poor, too dogmatic and too emotional. This results in agnosticism. The worship of Mammon keeps the rich away. Their pursuit of wealth leads to materialism. The Saturday night clubs and other amusements do not encourage Sunday worship.

"There should be a more practical Christianity preached from the pulpit. Ministers should face the problems of the economic world and should make a dispassionate application of the principles and teachings of Jesus Christ to them."—Cleveland, Ohio, Ieader.

A COURT HOUSE EDITION

There is no worthy public improvement, enterprise, or institution but that ought to receive special attention by the home press. We do not remember having seen heretofore any special Court House Edition, but Madison County, Illinois, has a splendid new court house, the dedication of which was fixed for October 18th, and Editor Boeschenstein made it the occasion for a splendid "Court House Edition" of his issue of the Edwardsville Intelligencer of October 12th. The first page cover, a reproduction of which is shown herewith, certainly was especially appropriate and attractive in design and in the printing. The page is but an indication of the taste, artistic excellence, richness of matter and illustration, worth and ability shown on every page of this model edi-

tion of one of the prosperous and enterprising home dailies. Editor Boeschenstein is a considerably public-spirited man himself and a maker, with the aid of the people, and his paper, of public officials, who though not kings are kingly Americans in this free land where every worthy citizen is a king. His closeness of acquaintanceship and friendship with public men, doubtless, proved of help in the production of such a complete and appropriate "court house edition."

As always local editors should have a part in home affairs, he was active in the arrangements for the making and carrying out arrangements in order to do honor to signal event in the country, and as Chairman of the Committee on speakers, he was able to secure men of nation-wide reputation, each of whom was representative of some certain line of human endeavor or attainment appropriate to the dedication of a temple of justice of the free people. The City officials, the schools, the business organizations, the trades, the firemen, the court and attorneys, the County Farmers' Institute and agricultural interests, the County officials, the Monks of Cahokia—a local county, social and associative Club — the press and the forum, were each and all represented by special committees and given proper recognition. Very appropriately, too, this edition celebrates the completion of the County Court House, group halftones were shown of the Madison County Board of 1813-14 and of the present Board, who had direct charge of the inception and building of the new Court House, as were also individual portraits of the capable and efficient public officials and deputies in the numerous county departments; the presiding Judges of the circuit and the chairmen of the County Boards during the construction period. These leading citizens all show strength, mentality, intelligence and refinement in face and features and certainly would be classed as representing the highest types of the new American manhood and citizenship. The separate portraits of prominent attorneys, members of the Madison County Bar, are also shown in excellent halftones, and they are certainly fine looking men who ought to see to it that justice is done between the court and the people, and this splendid new building devoted to the upholding of the rights of men, and the pursuit of the liberties of the people through a just and equitable enforcement of the laws and the preservation of order and good citizenship.

Pioneers and former notables are not forgotten, nor are the incidents that go to make up the Country's official history; nor are other interests of this great country, half the size of the State of Rhode Island, ignored but naturally the old and the new court house, the officers and those connected with the lives of the members, the county bar and officials receive the greater attention.

It is the proper work of a newspaper to teach regard for worthy judges, attorneys and public officers, and respect for the administration and administrators of law without fear, favor or prejudice, as well as to criticise the recreant and unworthy. Unfortunate it is for

any city, county or State when those admitted to the high function of the enforcing of the right and seeing justice done in the courts, become unworthy of the commendation of the public press which by its position and its duty and possibilities of service has come to be recognized as the

Mightiest of the mighty means
On which the arm of progress leans;
Man's noblest mission to advance,
His woes assuage, his wrongs redress.

* * *

Sunbeam is the name of W. W. Waltman's Kenesaw, Kansas, weekly newspaper and its brightness is in harmony with its name. Every home paper should beam with the brightness and cleanness of the sun's rays, giving light and life.

* * *

EFFICIENCY

Important Lessons from the Newest Business—A Paragraph that Grew into a Two-Page Article.

Mr. Frank Rosecrans, of Chicago, a well known publisher and member of the Executive Committee of the National Editorial Association, has recently purchased and has published the bright, prosperous-appearing trade paper, "Garage Efficiency," that has reached No. 4 of Volume 5, a copy of which has kindly been furnished this office. It is a wide-awake publication, artistically gotten up and attractively printed on heavy enameled book paper, illustrated with excellent halftones.

In dealing with this new business, signified in the name—that has grown up in a decade of years and that now reaches every city and nearly every village—in an informing and useful manner. The statement is made, the truth of which is almost self-evident: "Eliminate the garage, and the automobile industry would be left in helpless and hopless confusion."

There is much in this publication of general interest and value.

Under the general heading, "Building the National Highways," entertaining articles are given under the subheads, "Dixie Highway is Opened" and "The Strategic Value of the Lincoln Highway."

"All businesses are joined by a common bond, and able, dignified treatment of any one branch of legitimate business must prove more or less useful to all other branches.

Difference Between Price and Cost Not Profit.

There is an article on, "Your Cost of Doing Business," containing the assertion, "The difference between the cost and the price received is not profit," that might well be studied by many printers and publishers as well as by men in almost any other line of business or manufacturing.

Valuable Lessons from Convention Discussions.

Accounts are given of three or four conventions—these are full of the meat of business experience.

Make Every Department Pay

One account is of the "Fourth Annual Convention of Chicago Section Electrical Vehicle Association of America." One of the speakers with wide experience declares that which it seems difficult for many employing printers and publishers to learn: "You cannot sell service that costs you $42 for $25 a month. We have placed our garage on a strictly cost system basis. When we find a department does not pay, we go after it and make it pay."

Importance of Getting Together.

Another speaker said: "Let us get together and pull in the same direction. If any one gets crosswise, no matter how insignificant he may seem to be, he puts on the brakes and retards the whole industry." These thoughts would be equally valuable at a convention of editors or printers, and the facts and principles stated equally valuable as to these callings.

The story of "The Rousing Michigan Convention" of the Garage Owners' Association of Michigan, tells of much that was said that would have been equally valuable and strikingly applicable if stated in a convention of members of the callings represented by the National Printer-Journalist.

Robert Bland of Chicago, President of the Associated Garages of America, stated:

The question of organization is the most vital question that interests the garage owners. I can look back on the scene six or seven years ago, five and six years ago and four and five years ago in the city of Chicago, where the average garage man would pass his brother garage owner on the opposite side of the street. He didn't want to talk to him, he didn't want to see him. That condition was so bad up to two or three years ago that the worst enemy the garage owner had in the world was his brother garage man. The cause of that was lack of orgnaization and co-operation. There was absolutely no co-operation whatever between the garage owners.

In those years, the personality of the garage owners throughout the state of Illinois, and in fact all through the United States, was very low. We were not a body who were college graduates. Neither were we fitted for the particular duties which we had aspired to. We were not mechanicians, neither were we electricians. We were, in those years, as you might term it, "accidents." * * * *

Standardization.

One great drawback in our organization, as I see it today, is that there isn't enough of the spirit of standardization. One man is charging 40 cents per hour for labor, another is charging 50 cents, and still others are charging 60 cents, and manufacturering interests are charging 85 cents per hour. Why dose the manufacturer charge 85 cents per hour and the garage owner 50 cents? Did you ever stop to think about it? The manufacturer is on to his job, he has a cost system which tells him of the leaks in his different departments. * * * *

Gentlemen: If there men would put a cost system in their garages these conditions couldn't exist. They would see at a glance what department was making money and they would see at a glance what department was losing money.

Substitute the words, editors, publishers or employing printers where the words, "garage owners" are used and see how aptly these remarks apply to these callings that are supposed to be the instructors of the people, the directors of public opinion, the conservators of the interests of the people, and of the "art preservative of all arts," with all that this oft-repeated phrase implies.

How long has it been since, and how often is it still true, that newspaper men have known that their worst enemies were brother newspaper men, and that many were "accidents" in the high calling of journalism. Even today the great body of newspaper men do not see any use in organization, or special preparation, or for any requirement for certificates as to education, training, fitness, moral character or responsibility, or the necessity of a cost system, by means of which they can be just to themselves and to their patrons and competitors, and secure proper remuneration to themselves and save their business from bankruptcy and their families from poverty.

This same speaker further truthfully said: "There is nothing to the individual game. The day of individualism has passed."

Must have Co-operation of Every Man in the Business

A successful organization must have the co-operation of every man in the business. And if you gentlemen think because you are members of the associations and are letting the other fellow remain outside, you are making a mistake. I don't care how bad competition is outside, how that fellow is cutting prices, etc., the thing to do is to get that fellow up here and have a heart to heart talk with him. Make a good fellow out of him, tell him it is his lack of education that makes him the the fellow he is and it is up to you fellows to go out and do this.

Did you ever stop to consider what the officers of this association here today have done for you? Are you letting these men in office do all the work while you lay down and do nothing? You are not on the square with yourselves and you are doing business an injury. These men are asking your co-operation, and if you don't give it you are making the mistake of your lives. This policy has been handed down from our ancestors, to co-operate, educate, and agitate. It will never die. If it should, then, good day business. I don't want to be in the repair business or any other business. The spirit that ought to follow you men home tonight is that old slogan, handed down from year to year, that "An injury to one is the concern of all." If you will go home tonight with that spirit in your heart you will have an organization in Michigan that will be first in the United States and that you will be proud of. You will increase your daily earnings from two to five hundred per cent. And you canonly get it through organization.

We frequently hear complaints as to the lack of accomplishment by National and State organizations of newspaper men and employing printers. It is admitted that there are educational and social values, a broadening of views, the doing away of jealousies and hatred, the getting a better, broader understanding and the forming of valued and helpful friendships, but when it comes to practical business results and improvements, there is a lack of adequate realization. The reasons for lack of attaining all that is desired are very clearly indicated in these just above quoted paragraphs from the admirable address of President Bland of the Associated Garages of America. The associations of employing printers and publishers need a good deal of this kind of plain preaching, and the members should heed such appeals and adopt and put in practice the principles and truths enunciated.

Practical Working Committees.

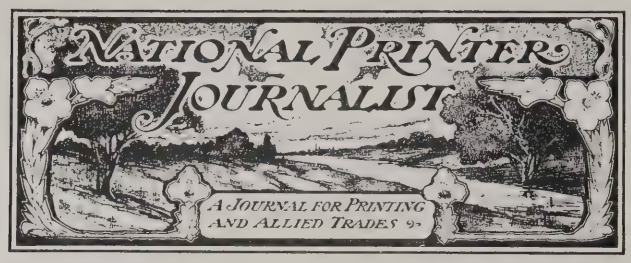
This Michigan Association of Garage Owners has among others, "Efficiency, Grievance, Publicity, Auditing, Purchasing, Insurance and Banking, Improvement of Business, Good Roads and Legislative Committees. Nearly everyone, if not all, of these committees would be of immense value to organizations of publishers or employing printers.

Account of the Standing by the Association.

The Convention of the Garage Owners' Association of Illinois is in like manner full of instruction for members of other organizations. They got right down to brass tacks, and discussed "Purchasing," and one speaker declared:

If 50 per cent of our members would patronize our purchasing department the results would so satisfactory to them that they would go out and boost for the association and more than double its membership.

Substitute the word, "Advertising Department" and the members of some of our organizations of newspaper and periodical publishers would have the importance of practical co-operation immediately brought home to their own organization.



RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice at Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - - Associate
Official Paper of the National Editorial Association. Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
Advertising Rates promptly furnished upon application.
CHICAGO ILLINOIS, NOVEMBER 1915

It is a sad fact that in this Christian land of liberty, of highest enlightenment, of free public schools, that corruptions, dishonesty, fraud and cheating greatly prevail. There has been a great improvement during the last decade and much of this has come through campaigns for truth in advertising and for the higher code of ethics pressed by the Association of Advertising Clubs of the World.

Evangelizing campaigns for truth have been greatly aided by newspaper press, in demands for honest business, enforcement of laws preventing frauds, honesty on the part of lawyers in the conducting of suits so that justice may be secured speedily, fully and without unnecessary hardships or justice-defeating delays and burdensome expense will do much for permanent and much needed reform in this crime-cursed and tax-burdened land.

* * *

The La Salle, Illinois, Daily Tribune and Peru Evening Press, in its issue of September 21st gave large space to the opening, on September 17th, of "La Salle's new $250,000 Fireproof Guest House,"—Hotel Kaskaska.

Modern city development is marked by the building of great hotels with all their wonderful modern improvements and luxurious finishings and furnishings for comfort and pleasure and the meeting of the people's most exacting demands of highest refinement. Not only were all the attractions and advantages of the new hostelry set forth and wonderfully illustrated, but the occasion was improved to illustrate by excellent halftones the wonders of natural beauty found in the scenery and landscapes of the surrounding country. It is certainly an especially picturesque region of the State and the views of the city and its parks and of the surrounding beauties of nature: The Valley of the Vermillion, Aurora Canyon, Bailey Falls, Starved Rock, and many others, are proof that people of Illinois do not need to travel away from the state in order to enjoy all the ravishing loveliness of Mother Nature in happiest and sweetest moods and manifestations. This is another instance of taking advantage of an important local improvement to advance home interests along different lines and show worthy newspaper enterprise and ever lively interest in local progress.

* * *

Now, we started out to write a stickful about our friend's handsome publication, but have, with what we believe will be of great profit to our readers, an article of two pages, with suggestions that, if heeded and carried out will be worth a hundred dollars a month to hundreds of our readers. We cannot close without adding the following good advice from one of the subscribers to Garage Efficiency:

"Don't think you are too busy to take time to call on your competitor, or to read Garage Efficiency and other magizines that cater to garage owners. A little time spent in getting acquainted with the 'Other Fellow,' and in reading your trade papers will pay you more than 75 cents an hour."

Substitute the National Printer-Journalist for "Garage Efficiency," and owners of newspapers

* * *

CREDIT TO WHOM CREDIT IS DUE

Tawas City, Mich., October 23, 1915.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Enclosed find check for $2.00 in payment of my subscription to your valuable publication. To my mind it is one of the best printers' magazines published and I do not like to be without it.

There was certainly "one on you," though, in the last (October) issue. On page 683 you ran an article entitled, "Up-to-Date, Illustrated Featured Advertising," giving credit for the neat advertisements to the Blue Earth County Enterprise. As a matter of fact the last three of the advertisements reproduced are plates sent out by the American Press Association in their advertising pages sold to hundreds of papers throughout the country, and on which only the signature is set by the local paper. Of course this does not detract from the force of your argument, but the same thing could be said of any paper using this service.

Thanking you for past favors and with best wishes for your continued success, I am,

Yours very truly, JAS. E. BALLARD.

[The editor confesses that he was not aware that the ads noticed were in part furnished in plate by the American Press Association and thanks Mr. Ballard for calling attention to the fact. The American Press Association has done splendid work for the press of the country in matters of the promotion of advertising as well as by furnishing of model advertisements and deserves thanks and liberal patronage. The commendation given in the N. P.-J. to the Blue Earth County Enterprise is cordially extended to all others who have shown business wisdom in using the same.—The Editor.]

An Editor for Governor of Minnesota

Governor Johnson, one of the most noted Governors of Minnesota, was a newspaper man, and had he lived would very probably have been elected to the Presidency of the United States. Last June, when the editors visited Topeka, they learned how well pleased Kansas was with the new editor-governor, Mr. Capper of the Star Capital, and now the edi-

Some of the Special Issues of Group of Public-Spirited Minnesota Newspapers, that joined "Newspaper Week,"—Co-operative Promotion Campaign on Motion of H. C. Hotaling of Mapleton, for Advertising the Advantages, Beauties and Opportunities possessed by the North Star State. It is estimated that twelve million copies of these Special Editions were sent to people outside Minnesota.

tors of the North Star State have launched the name of another nespaper man for the next Governor.

The St. Paul Pioneer Press of October 24th, contained the following:

Hotaling for Governor

The Winnebago Enterprise has started a gubernatorial boom for H. C. Hotaling, publisher of the Mapleton Enterprise, the man who has started the movement in which most of the Minnesota newspapers issued booster editions last week.

"The Mapleton editor has a wide acquaintance, is an absolutely clean man, and is possessed of sufficient ability to capably fill the office," says the Winnebago paper. The Spooner Northern News seconds the nomination, and adds that Hotaling stands just as well in Northern as in Southern Minnesota.

Hotaling is a good business man, has positive convictions on all important public questions and expresses them freely, but in moderate language. He always has been a booster for all Minnesota. He was one of the first to commend the trip of Southern Minnesota legislators through Northern Minnesota, and to propose that the northern members return the visit, at the same time predicting the speedy arrival of the time when candidates for the legislature in order to be successful, will be required to prove that they have accurate knowledge of the entire state and its needs.

TYPICAL NEWSPAPER STORIES

STRANGE as it may seem to the novice, or to the lay reader, there is much difficulty and much to be learned in newspaper writing in a manner to give the facts or the story of any happening, incident, event, discovery, invention, or of any and all things touching human lives, undertakings, observations, advances in knowledge, experience, progress or pleasures, with intelligent clearness, necessary brevity, entertainingly and fully informing, so that the whole exact truth shall be known to the reader with a necessary surrounding glow and warmth of real interest—giving mind-awakening, heart-enthralling, real knowledge—increasing information.

The news story is very greatly augmented in interest by the way of its telling, and must have human interest settings. A catalogue of names is not news. We have written on this subject many times in the past quarter of a century, but are more than pleased to find the whole theory and practice of good newspaper writing clearly, fully and scientifically set forth in a new book that has just reached our desk from Ginn & Co., Boston publishers, entitled, "Typical Newspaper Stories." As the name clearly implies, the book not only gives the theory, the philosophy and the science of good newspaper writing but tells and shows the "how" by interesting examples and object lessons, through typical newspaper stories.

It is written by H. F. Harrington, joint author, with T. T. Frankenberg, of that excellent work, "Essentials in Journalism," that has won highest approval and praise among those who know.

We believe the present volume will be found still more directly and practically useful than the former. Both ought to be read by every student of journalism and active newspaper worker. One, in this arduous, exacting calling, is never too old to learn, or so wise or experienced as not to be in need of all professional knowledge, developing and assuming form or scientific treatment in the past two decades since journalism has come to be recognized as a profession with professional schools and a rapidly growing professional literature in text-books for students and more pretentious scientific treatises for those already members of the calling.

This book has a "Foreword," by Merle Thorpe, Professor of Journalism, University of Kansas, which sounds the keynote of the work, in laying down the broad principle: "Throughout all newspaper writing, handling many matters and employing many forms, there is one principle that is fundamental: It is this:

See Clearly, Reproduce Truthfully"

"Though all forms and types of newspaper construction and material are mastered, if the vision is blurred or the expression faulty, failure is inevitable. Whatever may be said of the Press, its ideal is the truthful presentation of current events. And it has no charity for careless observation or inability to render a truthful impression by means of words.

The simple reporting of news has an ethical value. Gathering and writing news carries with it a grave responsiblity. The humblest citizen, going about his daily work, reporting by word of mouth, owes it to himself and society to be careful and accurate; but the obligation is increased a thousandfold when he, as a reporter, converses with the thousands. The Truth shall make us free; but to get the Truth and write the Truth is well-nigh impossible. Even if the reporter obtained the Truth, "it is a long way," someone has remarked, "from the eye and ear down through the arm, and fingers, and pen, to the written word." And it is as far again from the written word to the eye of the reader.

Chapter 1, on "Personal and Local Items," is indicative of the practical instructiveness of the succeeding chapters. It shows how to put the meat of human interest and real, entertaining information into these items. The author says:

Of all the things in the world, people are most interested in themselves and in their concerns, next in their friends and acquaintances. Indeed, one may go a step further and assert that the personal, the familiar, the everyday intimacies of street and town, furnish by far the largest bulk of a day's conversation. Go where you will, people are talking about other people, their experiences, their adventures, their opinions. It is the common staple.

The personal item in the newspaper is a recognition of this native curiosity. However clumsily that item may be written, the appeal is sure. The country weekly becomes a welcome visitor to the man who has left the village of his boyhood and made a niche for himself in the big city. That paper tells him of the men and women he used to know. It renews the bond of old acquaintance. The metropolitan paper, crowded as it is with records of larger and more significant events, is no less a chronicler of the houshold talk of the town. In its social columns, in its paragraphs on sports and theatres, and in its comments on business and business men, it is just as surely dealing with people and their small concerns as is the paper from the rural district.

Names widen the boundaries of newspaper influence. They make readers—insure attention. Every man has a hundred friends who respond to the mention of his

name as to the ringing of a bell. The more names, the more personal papagraphs, the larger the audience of any newspaper. Names are makers of circulation.

In the face of these facts, however, many newspapers fail lamentably in the gathering and writing of personal paragraphs. Generally these consist of a catalogue of names, often misspelled, cast in timeworn conventional settings. No attempt has been made to depart from beaten paths or to give the daily record the personal glow that by right belongs to it. In this the country correspondent is often at fault when he allows his letters to circle round a small restricted area. Painstaking industry and a real kinship for people bring many interesting bits of personal experience to the surface. It takes constant attention to the sources of news, an alert curiosity, and a degree of literary dexterity to make a column of personal items more than a dull catalogue of meager details, familiar names, and trivial week-end visits.

Possibly the device of parallel columns may prove useful in showing how a commonplace item may be converted into a readable paragraph by the addition of a few details secured by thorough investigation.

THE ITEM AS ORIGINALLY PRINTED.	THE ITEM AS IT MIGHT HAVE BEEN PRINTED.
(1) Judge Robert F.McMurray, who has been seriously sick at his home, shows signs of improvement.	(1) Judge Robert F. McMurray, of the circuit court, who was suddenly taken ill on a visit to Atlanta last week, shows so much improvement that the doctors have decided to postpone an operation for appendicitis. Judge McMurray was stricken three days ago and since then has been confined to his home, 418 Lakeview Drive. If he continues to rally, all thought of an operation will be abandoned.
(2) Lewis H. Seeling, of Paxico, Kan., is visiting his daughter, Sister Anita, at the convent.	(2) Lewis H. Seeling, who owns a ranch at Paxico, Kans., is visiting his daughter, Sister Anita, of the Sacred Heart convent. He is on his way home from Florida, where he has a township of land. Mr. Seeling says he is willing to let any number of people settle on his Florida estate and that he will not charge them rent or demand any part of the crop they raise. "I want the land developed, and I won't take a dollar or a coconut from any Kansas man who wants to start a home on my township," he said. His township is on the Caloossahatchee river.
(3) Clarence Williams returned Saturday from Iowa, where he has been shucking corn.	(3) Clarence Williams returned yesterday from Iowa, where he has been shucking corn for three weeks. He said that he husked 78 bushels of corn in one day while working on a farm near Des Moines. He reports that the yield of corn in that vicinity averaged as much as 68 bushels to the acre."

This matter of personals is one which the National Printer-Journalist has frequently discussed and on account of the importance of the same to all newspapers, we have thought it profitable to quote from the book at some length, as showing the adaption of the author's principles to all kinds of papers and all kinds of items, in a way to make the otherwise most trivial broadly informing and entertaining. The chapter covers eight pages and the "Local Item" is treated with like intelligent helpfulness.

"Little Stories Well Told" furnishes the topic for the second chapter, and then come in order named, "Four News Stories," "Stories by Wire," "Human Interest Stories," and so on until all the fields of newspaper writing are illustrated, closing with "War," which despite of all the efforts of evangels of peace at any price, does not seem likely to be eliminated from newspaper writing for some years to come.

The author has well stated the scope of this work in his "Preface":

> The purpose of the book is to present typical newspaper stories that may serve as instructive guides to students of journalism. It offers in permanent form illustrative material found only at the expense of much time and labor. The compilation is designed to take the place of scrapbooks and unwieldy cardboards used for the preservation of clippings assigned by teachers for collateral reading. In the present form a greater number of students may avail themeslves of carefully chosen newspaper stories of continuing worth. It is thought, moreover, that this volume of stories will make interesting reading for newspaper men in the "game" and prove stimulating to ambitious young people eager to write for publication.
>
> These excerpts are arranged to show the evolution of the news story from the two-and-three sentence item, concerned with one person and one episode, up through the delineation of massed humanity set on a larger stage of action.

It is a book of stories well told and as the author indicates in his view, it makes interesting reading, while teaching and illustrating newspaper writing. In this it has a decided advantage over most technical books or those designed to treat a trade or profession.

"Typical Newspaper Stories" is published by Ginn & Co., at 29 Beacon Street, Boston, Mass.,

at the net price of $1.60, and it is worth the price. Copies of this work will be supplied at the above price by the National Printer-Journalist.

✕ ✕ ✕

LICENSING OF REPORTERS

By O. D. Brandenburg, Editor Madison, Wis., Democrat

State examinations which the aspiring reporter will have to pass before he can become a full-fledged member of the staff of a newspaper are predicted by Dr. Talcott Williams, director of the Pulitzer School of Journalism, New York. He believes journalism will be put under state regulation by the imposition of state examinations on journalists, as they are now imposed upon lawyers and doctors before they may practice their profession.

It may be remarked incidentally that if the Pulitzer school has evolved nothing saner than this, it was created quite in vain. The licensing fad, like that for boards, bureaus and commissions, has simply run wild, and this explanation from Professor Williams is a striking example of how far the folly can be carried.

What a sad time young Horace Greeley, coming straight from the printer's tripod to the reportorial table, would have had trying to pass an editorial examination, or Samuel Bowles the first, or Ben Franklin, poor little printers' devil that he was! or George W. Childs, who sold papers on the Philadelphia corner where later he owned the great Public Ledger block! Among the ablest journalists this country has produced were many men who knew nothing of syntax from the books, whose grammar was mere intuition or observation, who cared nothing for the split infinitve, who started "stories" in any old way they liked. We may be sure that Joseph Pulitzer himself would have balked abruptly at any such preposterous proposition as this now heard from an institution which of all things he intended should be practical and useful to the newspaper world, not destructive in spirit and the source of eccentric repressive theories.

We are having a vast overplus of obnoxous, inquisitive, expensive state regulation these days, and the people widely are in vigorous revolt. American newspaperdom will regard with precious little patience this fantastic scheme for its invasion. If the craft itself desires, like preachers, to regulate its own membership, that's a different matter; but for the state to step in and determine who may or may not serve as reporters is impertinence intolerable, a need distinctly not demanded.

If, however, this extraordinary result is to obtain, then a natural sequence will be for the state to go a step further and specify what particular reporters may cover sports, what courthouse, postoffice and city hall, what the legislature, what society, music and drama! The field expands broadly as one ventures in! There are the ad writers for instance. Must they too not be required to pass examinations and thus multiply the state jobs to be filled by the licensing functionaries? And the clerical force in the business office? Surely those young men and young women cannot be permitted to accept subscriptions and pay bills without possessing state tags validating their qualifications! And the youthful carriers? Must not a paternal commonwealth demand also, that they be duly ok'd as to speed, orientation and reliability before, being granted assignment of routes?

It readily can be divined that Dr. Williams, if taken seriously, has started something that might easily be his own finish—or is it not likely that he has sprung the thought merely as an illustration to his wondering pupils of the uttermost impossibility of a vivid, perhaps disordered, imagination?—The Madison (Wis.) Democrat.

PROFESSOR WILLIAMS REPLIES TO HIS CRITICS.

[From the New York American, Oct. 11.]

To the Editor of The American:

Sir: I made no allusion to reporters whatever in my talk last Tuesday afternoon to the students in the School of Journalism on "The School and Its Work." What I said has been urged by the State Editorial Association of Pennsylvania and was considered by the Canadian Press Association at its last annual meeting inToronto, that, in time, the profession of journalism would have similar examinations for entrance on its work to those which exist in a number of callings that are of public importance.

In law, in medicine and several callings like pharmacy, which require special skill, and in many other callings—even in a calling like plumbing, where the public health requires it—the law imposes tests for entrance.

The requirements of these examinations has taken place with a slow growth in all these callings and has always been preceded by special education and training for them, and as the advantage of this education and training became clear, first to the calling and next to the public, in due course tests were established, first by the calling, and later these are recognized by law.

This is the history of the examination which now exists in law and medicine, and the calling of journalism is at least as important to the State and the public, and I believe far more important than either of these.

TALCOTT WILLIAMS,
Director and Professor of Journalism,
Columbia University.

New York, Oct. 9, 1915.

First Suggestion of Certificate of Qualification.

(From published proceedings, Minnesota Editorial Association, July, 1884.)

"I believe that the profession which is so far reaching in its influence should receive more thought and more careful preparation than is generally bestowed. Men should be carefully educated for this as they are for other professions. There should be schools of typography and journalism.

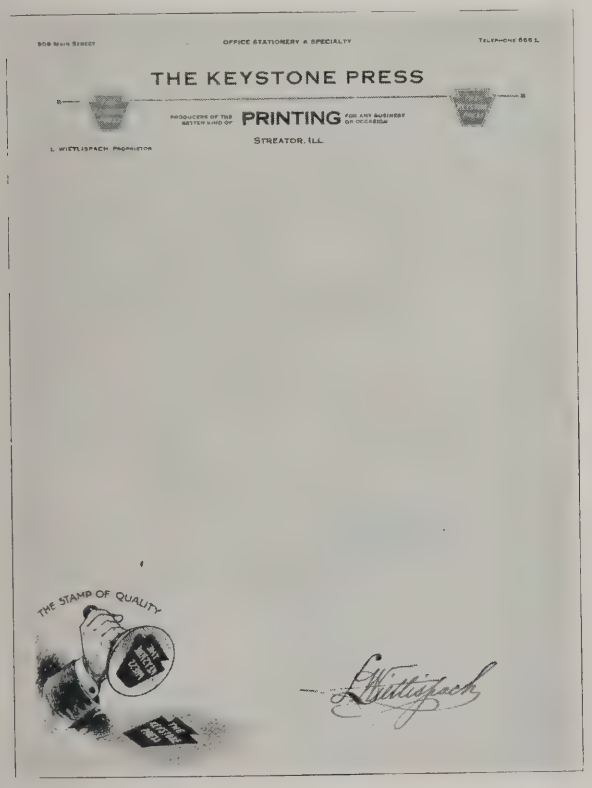
"Industrial schools are the crying want of our country. It is an age in which knowledge is power in every trade, and more practical power of that kind is needed. So far has invention advanced all our trades that a thorough, practical education is requisite to any degree of success, and no man can, as a rule, expect to be permanently and thoroughly successful in any calling which he does not understand in all its branches.

"When we get such a school, let graduation thereat, some twenty years or more hence, so as not to bar out any of the present members (?) be made necessary to admission into this association. In the meantime, let us establish institutes of typography and journalism in different portions of the State, where members of the profession and workers in "the art preservative of all other arts," may get together to learn and improve from the knowledge, experience and practice of each other."—Annual Address of President B. B. Herbert.

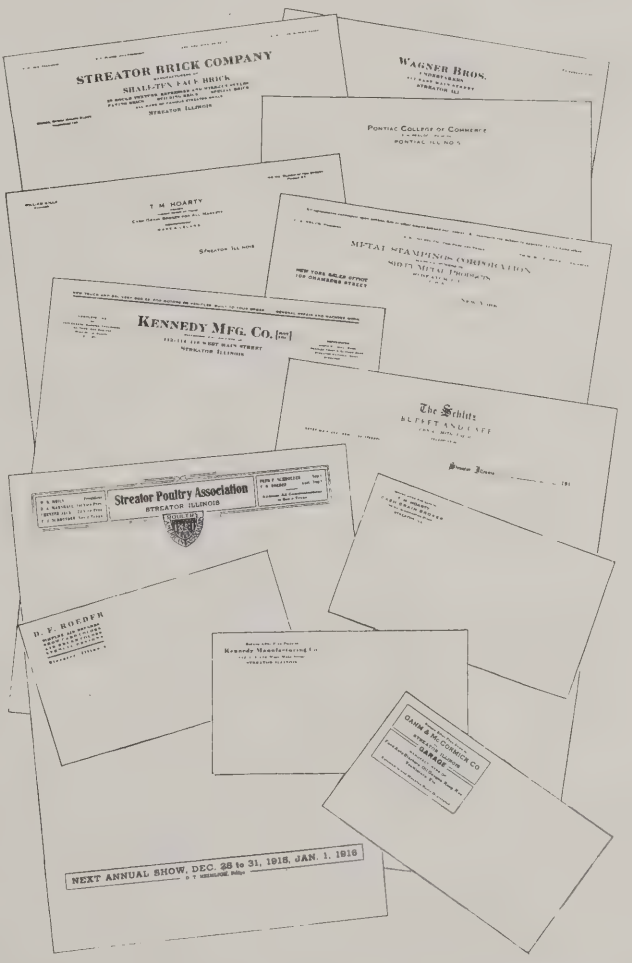
REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, Box 321, Chicago.

IT is indeed a pleasure to hear once more from our old friend L. Wietlispatch of Streator, Ill., who was at one time one of the regular contributors of this department and who carried off some of the prizes which this department has offered. In this connection I am reminded of the general feeling which prevailed in a lodge to which I used to belong, and Brother

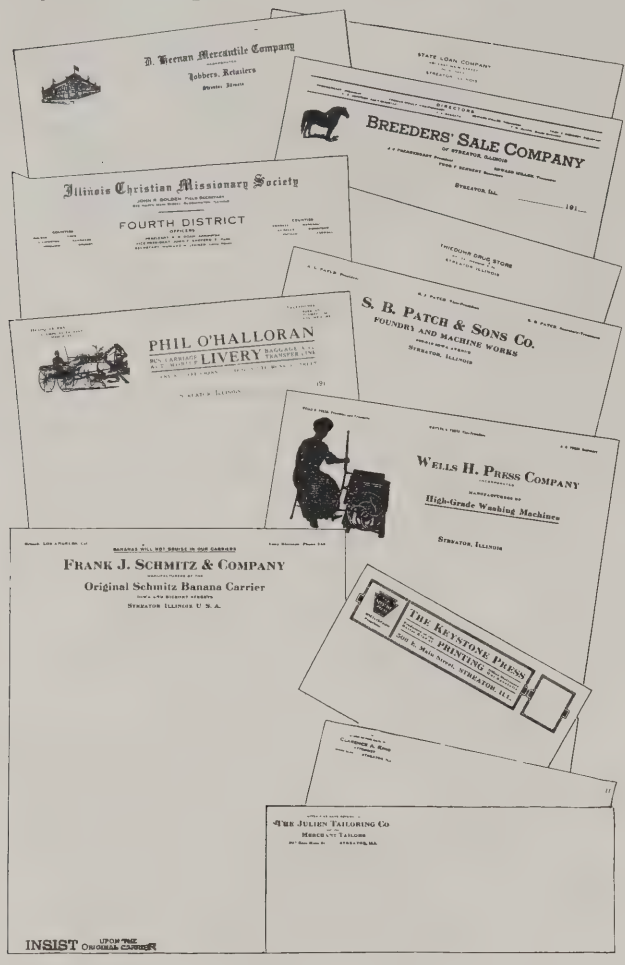


Wietlispach will pardon me if I introduce mention of it here, I am sure. It was that after a man had passed through all the chairs, so that the lodge had nothing more of glory to offer him, he usually became very irregular in his attendance and lost much of his interest in lodge work. While I was an undergraduate, so to speak, I considered this rather an unfair insinuation and if it were true, a sad comment on the stability of the members. But I myself graduated from the highest office of the lodge about fourteen years ago, and to be very candid in the matter, it is just about that length of time since I attended with any degree of regularity. Now, I believe, my membership has lapsed altogether. Probably I shall experience a change of heart and get back some time, just

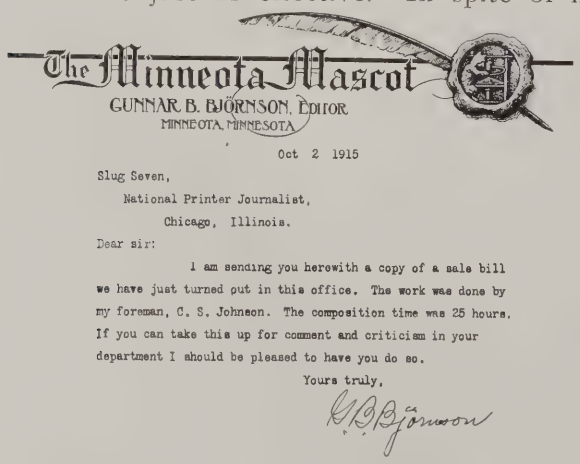


as Brother Wietlispach has come back to this department. I doubt, however, if there will be as much rejoicing in the lodge room as there is in my little office at his return. I can detect evidences of commercial prosperity about his work and I am glad to note that he is still adhering to his artistic ideals as well. We shall surely

be glad to see more from this enterprising Keystone Shop.



In getting up this sale bill the printer was at somewhat of a disadvantage in not having a supply of sufficiently large type for the purpose. With the type available, this matter could have been put on a considerably smaller bill and still be just as effective. In spite of his


The Minneota Mascot
GUNNAR B. BJORNSON, EDITOR
MINNEOTA, MINNESOTA

Oct 2 1915

Slug Seven,
National Printer Journalist,
Chicago, Illinois.

Dear Sir:

I am sending you herewith a copy of a sale bill we have just turned out in this office. The work was done by my foreman, C. S. Johnson. The composition time was 25 hours. If you can take this up for comment and criticism in your department I should be pleased to have you do so.

Yours truly,

G B Bjonson

limitations, however, he has done admirably with the material at hand. The sheet is well balanced and neatly displayed. The illustrations do much to add to its attractiveness, and altogether it is a most satisfactory piece of work.

Another similar job, but published as a two page advertisement in a newspaper, comes from

Johnson & Son
MINNEOTA, MINN.
GREAT
FARMERS' FAIR and HARVEST SALE
SALE STARTS Saturday, Oct. 2 At 8 O'clock Sharp
SALE LASTS ONE WEEK October 2nd to October 9
HURRAH FOR THE GREAT FARMERS' FAIR!
EVERYTHING FOR LESS BUT EVERYTHING FOR CASH
Wool Dress Goods
Buy that Dress Material Now!
Stupendous Grocery Saving! Every Thrifty Housewife Should Supply Her Needs For Months
Johnson & Son "Everybody's Store" October and to oth.
To The Best of Our Knowledge and Belief this Advertisement is True in Every Particular and Without Misstatement or Exaggeration

G. W. Hughes of the Clinton Register, Clinton, Ill. This one is a little fuller and the space more crowded, with less white space showing, and this seems to be what is desired in a piece of work of this kind, giving one the idea that the

OCTOBER SALE
Opens Friday, October 15th, and Continues Until Saturday, October the 23rd
An Annual October Event—Actual Saving of 25% to 33⅓% on all Fall Merchandise
Boston Store
CLINTON, ILLINOIS
UNUSUAL SKIRT OFFER
Ladies' and Misses Dress Skirts
GIRLS' DRESSES

store is crowded with bargains and just as many of them listed as the space will allow. If any criticism were to be offered on this piece of work it might be that too many rules were used to emphasize the main lines. Many of these are used in good taste and give added

effectiveness to the work, while some of them could just as well have been omitted. On the whole, however I think this compares very favorably with the advertisements turned out by the so-called experts in the offices of the metropolitan dailies.

* * *

This blotter was not sent out by the London Times of the far away London across the water,

The use of this blotter will dry up the ink,
So just forget about that. But stop and think!
For the very small amount of only fifteen dimes,
You can read fifty-two issues of The London Times.

but another London Times at London Mills, Ill.

* * *

From three specimens sent in by Walter Wallick of Galesburg, Ill., I have selected the title page of a program for reproduction, as being eminently satisfactory. Really I ought

ANNUAL MEETING
of the
WOMAN'S FOREIGN MISSIONARY SOCIETY
Galesburg District, Central Illinois Conference
M. E. Church
Roseville, Illinois
Oct. 26, 27
1915

MISS ELSIE KNAPP, Tianfu, China
Galesburg District
Missionary

also to show at least one page of the inside of the program, but shall have to be satisfied with the cover for the present.

* * *

For a boy of fourteen to be manager of the job department of an important publishing house, is indeed "going some." Mr. Craig is to be congratulated on his enterprise, and I believe too that his company has nothing to be ashamed of in the choice of manager for that

MISS PEARL CRAIG CITY EDITOR ESTABLISHED 1901 C. M. CRAIG JOB DEPARTMENT

The Newark Journal
Equipped With Linotype
Modern Job Department
PUBLISHED WEEKLY. $1 PER YEAR
C. F. CRAIG PUBLISHER

Newark, Arkansas

Oct. 2, 1915.

Mr. E. S. Hanson,
Chicago, Ill.,
Dear Sir:-

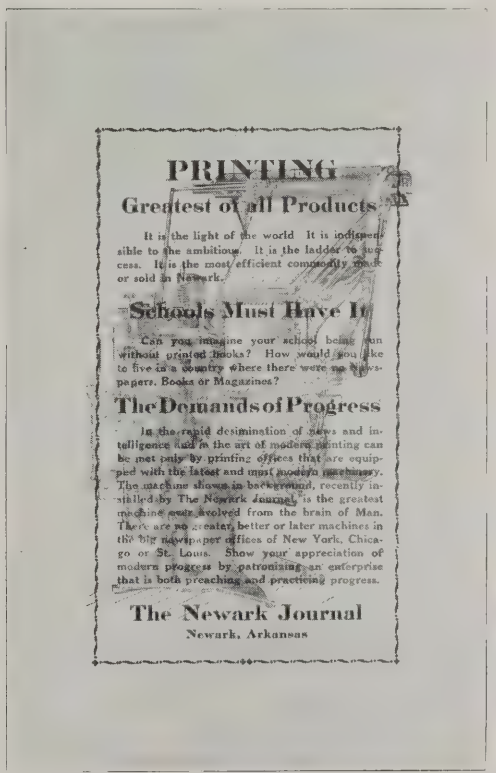
Herewith we are enclosing two sample pages of our ad in school catalog.

We do not claim any artistic ability in getting up this ad, but as it appears to us to be a little out of the ordinary we are sending it for criticism.

It might interest you to know that I am only a boy of 14 and this ad is of my own ideas.

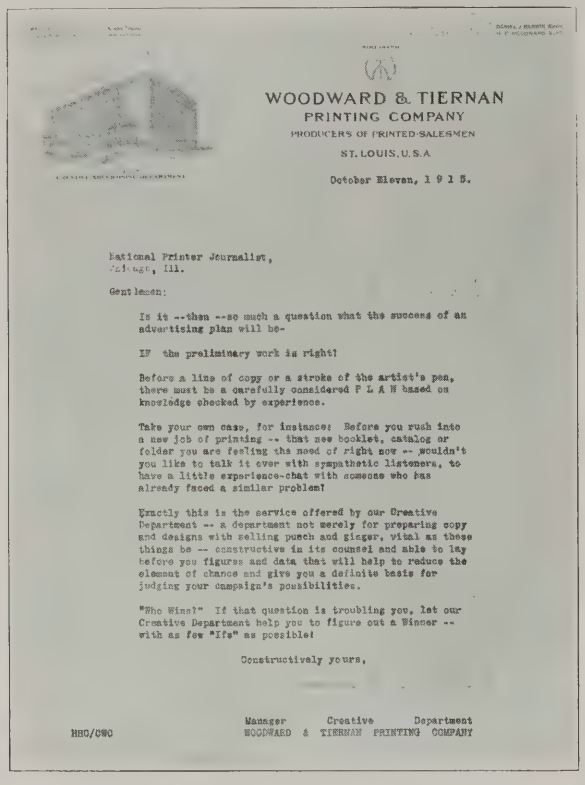
Very truly yours,
THE NEWARK JOURNAL,
Per R. M. Craig
Mgr. Job. Dept.

department. The proof which is enclosed and of which a reproduction is shown in three print-


PRINTING
Greatest of all Products
It is the light of the world It is indispensible to the ambitious. It is the ladder to success. It is the most efficient commodity made or sold in Newark.
Schools Must Have It
Can you imagine your school being run without printed books? How would you like to live in a country where there were no Newspapers, Books or Magazines?
The Demands of Progress
In the rapid dessimination of news and intelligence and in the art of modern printing can be met only by printing offices that are equipped with the latest and most modern machinery. The machine shown in background, recently installed by The Newark Journal, is the greatest machine ever evolved from the brain of Man. There are no greater, better or later machines in the big newspaper offices of New York, Chicago or St. Louis. Show your appreciation of modern progress by patronizing an enterprise that is both preaching and practicing progress.
The Newark Journal
Newark, Arkansas

ings, the linotype being in a green tint and the border and lettering in red and blue. Possibly this is rather a profuse mingling of elemental colors, but the general effect of the finished work is not at all what you would expect it to be to read about it. Mr. Craig should, however, give a little more attention to the proofreading, as I note the word "dissemination" badly misspelled.

I think it was last month that I had occasion to refer to the Creative Department connected with one of the big printing companies of St.



WOODWARD & TIERNAN
PRINTING COMPANY
PRODUCERS OF PRINTED SALESMEN
ST. LOUIS, U.S.A.

October Eleven, 1915.

National Printer Journalist,
Chicago, Ill.

Gentlemen:

Is it --then --so much a question what the success of an advertising plan will be-

IF the preliminary work is right!

Before a line of copy or a stroke of the artist's pen, there must be a carefully considered P L A N based on knowledge checked by experience.

Take your own case, for instance: Before you rush into a new job of printing -- that new booklet, catalog or folder you are feeling the need of right now -- wouldn't you like to talk it over with sympathetic listeners, to have a little experience-chat with someone who has already faced a similar problem?

Exactly this is the service offered by our Creative Department -- a department not merely for preparing copy and designs with selling punch and ginger, vital as these things be -- constructive in its counsel and able to lay before you figures and data that will help to reduce the element of chance and give you a definite basis for judging your campaign's possibilities.

"Who Wins?" If that question is troubling you, let our Creative Department help you to figure out a Winner -- with as few "ifs" as possible!

Constructively yours,

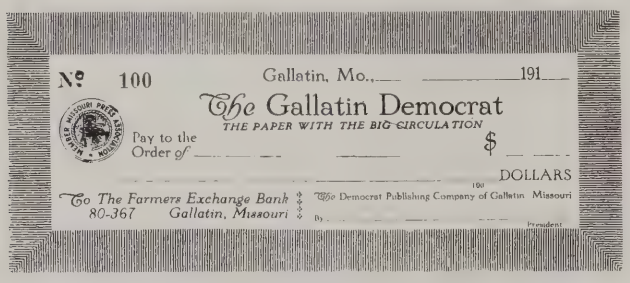
Manager Creative Department
WOODWARD & TIERNAN PRINTING COMPANY

HHC/CWC

Louis. Since that time I have received another letter from this department, which is of so much interest that I am going to reproduce it herewith.

* * *

This check is a somewhat unusual but very satisfactory production, printed in blue and orange



No. 100 Gallatin, Mo., _____ 191__

The Gallatin Democrat
THE PAPER WITH THE BIG CIRCULATION

Pay to the Order of _____ $ _____

_____ DOLLARS

To The Farmers Exchange Bank
80-367 Gallatin, Missouri

The Democrat Publishing Company of Gallatin, Missouri
By _____
President

on light blue stock. The border and the cut at the end help to give it something of the impression of a lithographed check, in the line "The Paper with the Big Circulation," is something of an innovation, but as this line is printed in the orange, it does not stand out prominently and is, I think, entirely permissible. This check came long with a booklet entitled "Sixty-five Years Young," being in commemoration of the sixty-fifth birthday of Uncle "Wes" Robertson, senior editor of the Gallatin Democrat, Gallatin, Mo.

EQUALIZERS OF THE PRINTING BUSINESS.

By E. S. Hanson

The printing business is essentially a "special order" proposition. It has the advantage over the professions, such as law and medicine, in that there is no code of ethics to forbid a printer going out and asking for patronage; but it is like them in that the printer ordinarily has nothing to keep him busy unless he is executing a definite commission for some customer.

Like the laborers spoken of in Scripture, he can respond to the query "Why stand ye here all the day idle?" by saying "Because no man hath hired me."

While a single individual can perhaps afford to do this if he has sufficient ability to command a good price for his services when he is at work, the employing printer, with a payroll mounting up with every tick of the clock, must have his men producing something practically every hour of the day or he is not going to come out at the end of the week.

The question of fitting an organization to the fluctuating and uncertain demands of the public thus sometimes becomes a serious one. If four people want catalogues produced this month, and next month the catalogue business slumps entirely away, what am I to do with my men—most of whom are good men whom I want to keep if I can?

What is the answer to this question which almost every printer is sure to propound at some time or other?

An attempt to answer will take one back to the time when his duties included the hitching of a team to a wagon or other farm equipment. There is, if my memory is not at fault, an arrangement on such things called an "equalizer," so that no matter how many horses may be hitched up to pull it, each one carries his proportionate share of the load.

And so it has occurred to me that no better term could be used to designate a number of things by which I hope to show that a printer's time can be profitably distributed, giving men something to do when otherwise they would be idle or separated from the payroll entirely.

Of course every printer knows that his sales ability must be used to get, as far as possible, the particular kind of work which is especially needed at the time. If the presses are running full and forms are standing in the rack waiting to get on, he is not likely to run after the publisher who has a large stock of plates in his

vault. Rather will he go after this man when the linotypes and the display men are crowded with copy on big work, leaving a shortage of presswork for the time being. But on the other hand, with a big catalogue tied up for the foundry and out of the way, a great worry comes over the employer if there is nothing else in sight for the men to do. Perhaps this is his fault in not forecasting things far enough ahead; perhaps it is the fault of his sales force in following the lines of least resistance rather than working with an eye to the needs of the shop; perhaps it is merely the result of that universal scapegoat which we call "business conditions." But whatever it may be it worries the man who has the responsibility of trying to make the business pay dividends.

Many of the big shops schedule their work accurately as possible for at least two weeks in advance. At the end of each week the superintendent, or some other person in equally close touch with the work, makes out two schedules, one for the following week and another for the second week following. The first of these will be fairly complete and will show quite closely just what work will be available for the various departments. The second schedule will of course have in it more gaps and approximations; but the manager can, nevertheless, tell when copies of these are handed to him, what classes of work should be especially looked for by the sales staff in order to avoid overcrowding in any one department or a lack of work in others.

I had occasion one time to take up with a big printing establishment the matter of a contract to print a monthly magazine. The publication was a class publication with a small circulation but carrying a considerable amount of advertising and reading matter. I had a long conference with one of the salesmen of the concern, who told me frankly that his plant was over-equipped with presses and under equipped with composing facilities, and he doubted very much whether my job was the kind it ought to take on. His conference with his superior confirmed this, and they declined to bid on the work because they felt that in justice to their own organization they could not take it to advantage and do it at the price at which it ought reasonably to be done.

All honor to the printer who, when occasion arises, has the courage to decline a job! May his tribe increase; for he it is more than any other man, who has power to put the printing business on a better footing.

Having mentioned a monthly magazine, it is in order to say right here that a periodical of any kind is to a certain extent a good equalizer. It furnishes a certain amount of presswork which can be relied upon ahead at certain recurring intervals; and if the editorial and advertising departments can be persuaded to send in their copy as it is produced, rather than bunching it shortly before the time of publication it will go far toward keeping linotypes, display compositors and make-up men profitably employed. The mistake is sometimes made, however of taking too many of these things without regard to the several dates of publication resulting in a glut of presswork at certain periods of the month and a large amount of overtime in the composing room.

Aside from periodicals, there are a number of other things which can be developed to produce a more or less regular run of business. Monthly blotters and monthly calendars to be sent out by business houses would come in this list. An increasing number of people are seeing the advantage of sending out to their trade a regular reminder of some kind. This is a good class of business to cultivate. When once secured this business will stick for several months at least coming in of itself after the first month and thus making the sales expenses a very small item; and if the printer is the right kind of a printer and up to the ordinary as a business man, there is no reason why he should not hold the work indefinitely.

It is a pleasure, when a slack time comes, not to be at an absolute loss, but to be able to say, "Well, it is a little early for Bentley's calendars, but I'll just call up and see if he has the copy ready; perhaps that will hurry him up a little."

Sometimes the printer develops his organization to the point where he has his own copy department to prepare these things. In that case he can have the copy about when he wants it—on condition, of course, that he can get the customer's O. K.—and thus has an added advantage in the matter of keeping his men busy.

The house organ, which is getting to be such a factor in American business life, also comes into practically the same category as an equalizer.

The present campaign for direct-by-mail advertising is not only a good thing for the business man who enters into it, but it is a good thing for the printer. It increases the printing of stationery, circulars, and mail-campaign matter generally. The paper companies which specialize in bond paper are many of them sending out much printed matter to suggest ways

and means for direct-by-mail advertising, and it will be well worth while for the printer to get such of this matter as he can and be able to talk this feature of the business with his customers in an expert way and make helpful suggestions to them. While many of the wholesalers will supply form letters for local merchants to use in these campaigns, he will often want to get up his own letters in addition to any which he may get in this way. On the preparation of such the printer can render material assistance, especially if he has a copy department, as previously suggested. The printer should insist that so far as possible letters of this kind be sent out in series and at fairly regular intervals. This is not a purely selfish suggestion to help the printer build up a regular business but is based on the principles laid down by careful students of successful advertising.

To do these things, however, and many more which might be mentioned, the sales force of the shop must have ideas. Whether it is a small shop where the proprietor himself does the soliciting, or a large place which employs a number of men on the street, the principle is the same. They must be more than order takers—a statement which will apply to almost any line of sales work in these days of keen competition. It is a fact, though, that a great many good business men are almost totally ignorant of many of the possibilities of the use of printer's ink until they have it put to them by some tactful and intelligent printer-salesman.

Nor is this to be considered in any way as "putting something over" in the offensive sense of the term. I have no business to try to sell a man anything which is not going to be to his advantage; and if I am the right kind of a salesman I will not do it, for aside from the ethics of the case, as sure as fate, it will react as a bomerang upon myself. To my mind the gentle art of salesmanship consists not in merely getting a signature to an order, but in getting the customer in a frame of mind where he will appreciate what you have sold him, will use it to the best advantage, get the benefit of it, and come back for more.

Then, as the equalizer, consider the post card. There were people a couple of years ago who freely predicted that the post card had reached its zenith and was on the wane. (Goodness! My metaphor is all tangled up, but you will get the idea.) But as near as one can determine without official statistics, the post card business is just as strong as ever, if not more so. They are coming to my desk more frequently than usuual, new concerns devoted to their publication are springing up every little while, and for aught one can see at a superficial glance they have about graduated from the fad stage and settled down to a steady pull as one of the staple commodities of life, like the automobile.

The printer can frequently suggest to local business men ideas which can be developed in post card form. And then if the printer wants to go into the commercial end of the business he can at odd times print up cards showing local buildings, odd bits of local scenery, etc. and sell them to the local trade. He can even sell them over his own counter, gaining a double profit, so to speak, if he is running a stationery department in connection with his printing business.

Such a department is an equalizer of no mean proportions, furnishing an opportunity for the sale of legal blanks and other forms, and a number of printed things which can be worked up when there is nothing else to do. These departments, if the shop is on the ground floor, are usually found to pay reasonable profit in themselves, to say nothing of the additional printing involved, and they also have the added advantage of getting people into the place, and of making a producer of the person who must be kept in the office to meet customers.

There are printers who are sometimes willing to take a chance on printing up stock stuff for some of their customers ahead of their order, just to fill in a dull period. I am not willing to suggest this as a customary procedure, however, any more than I would suggest to a man that he depend on winnings at gambling to take care of his payroll. I have done it a few times and got away with it; but sooner or later a man is pretty sure to get caught on what looks like a sure thing, and the chances are that your customer who has been using the same envelope since the year 1, will decide to change the color, or the style of type, or something, just when you have a full case of them printed up ahead and ready to send out to him.

Better than taking all the risk yourself is the policy of getting the customer to give you an order, during a dull time, for a definite future delivery. Then it is up to the customer to take the goods at that time, and your only risk is that the goods may be destroyed by fire or otherwise while on your hands, or that the customer may fail or go out of business in the meantime.

WILLIAM L. JONES DECEASED

William L. Jones of the Lebanon, Ill., Journal, had many friends among the newspaper-makers of the United States. He was for twenty years delegate to the conventions of the National Editorial Association and ever faithful in attendance and deeply interested in the proceedings and in all that tended to the improvement of the press. He was genial, friendly, companionable and always enjoyed greatly the fellowship of his editorial friends and companions in travel on the different excursions, and deeply appreciative of all that was to be seen and learned in the visits to the different cities and states of the Union visited, and faithfully wrote up and published, with loving interest, for the benefit of his readers, all that it was possible, as to the many facts gathered by his careful attention and observation on these trips through the country, that he so much loved.

He was a faithful, conscientious editor, a patriot, a Christian gentleman, a model citizen, quiet, unostentatious and reliable, true to himself, his family, his readers, his friends and his country in every part. He was diligent in business, fervent in spirit, loyal to the highest ideals, ever upholding the principles of morality and true religion and serving his fellowman.

He died in Colorado, September 14th, 1915. The Journal, of which he was editor for thirty-two years, and which is now edited and published by Rev. James G. Dee, a classmate and a lifelong friend, gave an extended account of his life in the issue of September 24th, a copy of which paper has been kindly forwarded to this office by the sister of the deceased, the only surviving member of his family:

William Lucius Jones was born in Lebanon, Illinois, June 7, 1859. His parents were Professor Oliver V. Jones, a native of Kentucky; and Mary E. Crocker, who was born in Massachusetts. His father was a clergyman, a member of the Southern Illinois Conference, and served for many years as professor of mathematics in McKendree College. Mr. Jones was therefore reared in a home of culture and under the influence of religious training. He became a student in McKendree at the age of fifteen and after five years graduated from the classical course in the class of 1879, and received the degree of Master of Arts in 1882.

Two years ofter his graduation, in 1881 he became editor of the Lebanon Journal, in which position his father had preceded him. From the time that he took charge until he transferred the paper to his successor, Rev. J. G. Dee, a period of thirty-two years, the weekly issue of the Journal never once failed to appear. In 1891 he was elected president of the Southern Illinois Press Association. For twenty years he was a delegate to the National Editorial Association, and for sixteen years was a member of the executive committee of that body. In politics he was an ardent Republican, and in 1892 became a member of the County Central Committee of that party. In 1911 he was appointed by President Taft to the position of postmaster of Lebanon. His health declining he surrendered the office before the expiration of his term and retired from public life. Mr. Jones was never married. But after his father's death in 1885 he assumed the care and support of the family consisting of his mother and sister. After the marriage of his sister he still resided with his mother in the old family home until the time of her death, December 15, 1912. After that event his sister, Mrs. Mary A. Morris, who is now the sole surviving member of the family, came to make her home with him and faithfully cared for him during his last days. After going to Colorado Springs, a few months ago, his improvement was only temporary and he entered into rest September 14, 1915, at the age of 56 years, three months and seven days. He was a man diligent in business and steadfastly upheld the principles of morality and strict justice in his dealings with his fellow men throughout the course of his life on earth.

The funeral services were held at the M. E. Church and were conducted by the pastor, Dr. Peake, assisted by Drs. Walton and Herdman and the editor of the Journal, and the remains were laid to rest in College Hill Cemetery.

* * *

A LAWYER PREACHES TRUTH IN ADVERTISING.

A lawyer, a district attorney of Milwaukee, told the members of the Advertising Club of that city, in an address the other day, that all advertising must be based upon truth, to make it worth anything. To advertise effectively you must know how to tell the truth. Before the close of the meeting, this legal advocate of truth, though a lawyer, was rightly elected an honorary member of the club. His name is W. C. Zabel, which smacks of Bible nomenclature, the letter "el" at the end of a Hebrew word meaning "of God" or Bethel, "House of God."

"An honest man, nobly formed, is the noblest work of God." Honest lawyers, as well as honest advertisers, are among the greatest demands of this progressive age—lawyers who will see justice done between the client and the Court and who will not lie, dissemble, suppress evidence, or distort the truth to win business, or the cause of a dishonest or guilty client, but will conduct his suit in the full light of the truth, "the whole truth and nothing but the truth."

* * *

TRUTH IN ADVERTISING

"Make your advertisements ring true," said C. W. Roberts, chairman of the Birmingham Ad Club committee

on truthful advertising, as reported in the Age-Herald.

"Honesty, sincere truthful advertising and merchandising are absolutely necessary in order that the printed word of merchant or manufacturer shall be accepted at its face value. It is therefore essential that every advertiser carefully 'edit' his copy and be absolutely certain that every syllable, word, phrase and sentence is based on fact and be positive that every promise contained therein will be kept when public demand is made. Cases are recorded where a single false note has turned the public wholly against an advertised product—and made the advertiser suspicious of his own advertising.

"When the Birmingham Ad Club appointed a committee on truthful advertising and a vigilance committee and sent them out clothed with authority to compel honest advertising, by using moral suasion where possible, and legal action where forced, they automatically became public benefactors and will prove beyond peradventure of doubt that they are entitled to recognition by all the great divisions of commercial life in Birmingham.

"The results of the committee's work starts Thursday, with merchants using the truth seal in their advertising. All merchants have not yet had time to sign contracts and secure the use of the truth seal, but within the next few days all progressive merchants will ask for and be granted the use of the truth seal."

TEXAS WANTS THE NATIONAL DEMOCRATIC CONVENTION

Georgetown, Texas, August 17, 1915.

To the Members of the National Editorial Association:—

My State, Texas, desires to help in the writing of a little more history. We want, in fact, insist, that the 1916 Democratic National Convention meet in Dallas. We are pretty political down this way, and having always been the Banner Democratic State a bunch of our "live wires" have decided that never having met in Texas, the Convention should, and shall meet here next year. They are putting up $100,000, and perquisites, too.

When you get down to real thinking about this there is no good reason "ferninst," and I have promised to write you and a few other friends and ask that you help us along—or if you can't do that, that you discuss the matter editorially and enable the people up your way to know the facts. It may happen that our facts differ, but we are pretty sure of ours.

The only important points about which we Texans believe the country to be badly misinformed are the matter of accessibility, and the weather in July. The Shriners sent a certificate from Seattle last week signed by the Past Imperial Potentates from 1890 to date. It said that Dallas handled their convention of 1913, which was larger than the Democratic Convention, in a splendid manner, and Dallas, in all respects, is fully prepared to entertain and properly care for the National Democratic Convention of 1916. This, and some other facts we've got, pretty well settles any question of accommodating the crowds.

Lots of people think that the further south you go the hotter it gets. Of course you know that isn't true. It's liable to be a heaps colder in Mexico City in July than in Bangor, Maine. And it is also a matter of fact that it is a great deal more comfortable in July in Dallas, Texas, than it is in Chicago, Kansas City, St. Louis, Baltimore and other cities in which the Democratic Convention has met. Dallas, you may know, is situated on a plain, with a good elevation, and gets a steady 10-mile breeze from the Gulf Stream from May to October. And the breeze tells the whole story. While the highest temperature in Dallas is two degrees above that of Baltimore and Kansas City (that's the U. S. weather record, too), the breeze can get to you in a city like Dallas, and cool you off, and Dallas gets more breeze.

And so far as accessibility is concerned, Dallas gave the Shriners, the Elks and the Associated Advertising Clubs perfect satisfaction, and that means the Democrats won't have a chance to grumble. From a Newspaper man's viewpoint, Dallas is the seventh city in the country in telegraph and telephone facilities.

There is no question but that Texas, and the Southwest, deserves the Convention. Also, the fallacy of expecting a material benefit through holding a convention in a doubtful state has long since been proven.

Many of the editors of the N. E. A. were in Dallas on May 2nd and 3rd, 1914, and you will remember the splendid entertainment Dallas gave us. I would be glad if you could write a letter to your committeemen or any other member you may know. Let me hear from you and I will gratefully appreciate it.

Sincerely yours,

LEE J. ROUNTREE,

President.

TRUTH AND CO-OPERATIVE ADVERTISING.

Mr. C. A. Maull, advertising agent of Atlantic Coast Line, in a recent address before the Augusta, Ga., Rotary Club, stated as reported in the Chronicle:

"That truth, an effective medium and money to compensate the publisher are the essentials in advertising." He counseled, above all, coöperation.

"A few years ago the late Elbert Hubbard, in delivering an address before the chamber of commerce of San Antonio, Tex., said that Piers Ploughman, one of the earlier English, enunciated one of the soundest principles of human philosophy that had ever been uttered: 'That it is to be doubted if man will be permitted to go to heaven if he desires to go alone.' Hubbard, in his inimitable way, changed that phrase to say: 'That a man either works for some man, or he works with some man; but the man who thinks he works with some man alone is either a fool or a crook.'

"A railroad man, a basic thinker by the way, once said it in another way, accentuating the principle of co-operation: 'That a railroad and a community is like a man and his wife; they may quarrel, but they have to live together.' So, if we have to live together, let us get together, and work for the common good.

"Advertising is merely intelligent salesmanship, and its success, whether prosecuted individually or collectively, is based entirely upon the fact as to whether the man has had intelligence and experience, a knowledge of mediums and methods and an instinct of truth.

"If every business man in Augusta will always keep in mind that he is an integral part of the community, that his success is co-ordinate with the success every other business man of equal intelligence and energy, and study the community's needs and make an honest appeal to the intelligence of the people—never calling to their senses or stimulating an imagination that cannot be satisfied—his advertising plans will be fraught with a success that he little dreams of today."

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

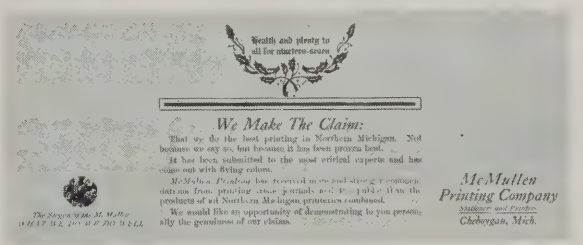
TIMELINESS is an especially pertinent feature in typography as in other things. And there is no time of all the revolving year—(I never saw a year revolve, but all the poets say it does)—quite so timely when it comes as Christmastide. For people have been looking for it, oh, for ever so long—ever since last Christmas, in fact Not only the children, either; but also publishers, printers, and the other manufacturers who are the customers of these publishers and printers. That is, those who are wise.

And one thing I have noted—at Christmas time—in whatever period since the first Christmas, people want and expect things Christmasy. And so it behooves, it is up to the printer, of all people, to see what he can do to get up something that is imbued with the Christmas spirit. I am quite aware that there is no time of the year when, in this age of change and novelty, the same old typographical story, so long as it is seasonable with the seasonableness of the Christmas season, goes so well with the G. P. as at Christmastide. And yet the time when "good enough" and the ordinary goes is just the time to make a hit by endeavoring to get up something out of the ordinary—something "different"—something better—something more in keeping with an age when things should advance (whether they seem to or not) as well as with the season.

Nothing is too good for the Christmas period. And at no time do we need to keep so clearly before us the humanitarian ideal—the good business ideal—of "peace on earth, good will to men"—more than in such a period as this when the awful effects of breaking away from such an ideal by its supposed adherents should show the world as nothing ever did before that when it again has Peace it should hold to the Christmas spirit at all seasons of the years and the ages. But I must not drop into preaching at a time of year when the typographer, through the very appearance of his printed word, can make a better job of it than I can.

White Space in Job Composition

During the past year or so you have doubtless noted a very pronounced increase in the use of more white space in alvertising matter of all kinds. And yet for many years past the National Printer-Journalist has encouraged this practice, and it was carried out successfully long ago by some of the earliest contributors to its departments. A. K. Ness—then of Cheboygan, Mich.—for years contributed his ideas along this line, which are of an order that is becoming more modern every day! Here (A) is one of his New-Year's blotters that was not reproduced at the time he sent it in—the holiday



A

season of 1906-7—but was held by the N. P.-J. till it got well holiday-seasoned and thoroughly modern—right now. And yet it can still be classed as original! (I think the screamer is sometimes worked too hard on handbills, but here I have used it twice, because I want to emphasize that some of the jobs you see reproduced in the N. P.-J. are not only up-to-date, but often will be up to date years hence. By all means keep your copies; and refer to back numbers when you are looking for some of the newest ideas.)

This blotter was in lake and green and black, the rule being in the lake, and of course the berries, and the holly leaves and branches, the long panel, and the thistle of the The McMullen in green. On the white coating, the effect was good. Maybe now-a-days we might get away from the panel. But the panel in typography is not out of vogue yet! In some places where it is used, it would be hard to find anything to adequately take its place.

A "split infinitive," eh? Well, it wouldn't worry Shakespeare or Stevenson, or some of the best writers of the best "newspaper English."

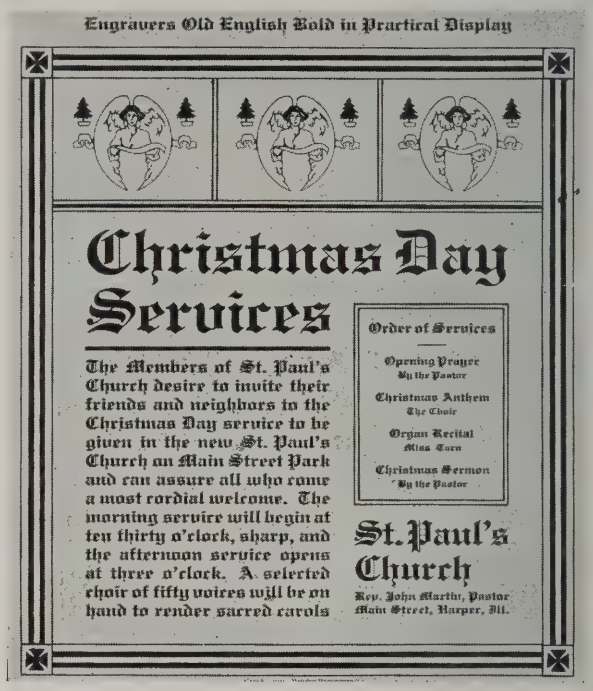
An Extended Wish

In the last month of the last year but one of the last century a printer sent out a three-page folder on antique stock of which B is a reproduction of the first page. But the first page alone, Christmasy as was the design, with its symbols and red rule borders, was not the chief charm of the production. The first fold was to the left, and when the folder was opened out, these words on the other two pages continued the wish: "from Carl H. Heintzemann, Boston, Mass., U. S. A. Mdcccxcix." On the other two pages the words are in the same face as "A Merrie Christmas," and the date is in a smaller size of the series, and in red, as is

B

the underscoring rule, which is not quite so heavy as the outer rule on the page shown. The words line with "Merrie Christmas" when the three printed pages of the folder are spread out. All the space below the rule is blank—and that's all there is to the folder. But the very moderation of the effect gives it a particular charm.

I don't know why this particular letter was anathematized by a famous typographical master; it seems to me a beautiful face, as well as a very Christmasy one; and it was evidently the favorite of Mr. Heintzemann, a typographical master who has passed away since 1899, but whose influence remains, and to whose genius the success of the new Heintzemann Press undoubtedly owes much. He used this letter with splendid effect in combination with Antique Old Style—a kind of face by no means dead yet, though the Philistine is no more. The face so much used by Mr. Heintzemann has a very decided antique flavor, especially on the antique stock. though it is said to have originated in the early days of the nineteenth century, a decadent period in type design. There is more modern touch to the somewhat similar Engravers Old English Bold which is here reproduced in an A. T. F. Co. specimen book. Some of the rules in this design are orange, which with the whiting-out, brightens the job. The longer line and shorter line at the bottom ("St. Paul's Church") is a clever stroke of composition because of its sympathy with the similar compositions of "Christmas Day Serv-


Engravers Old English Bold in Practical Display
Christmas Day Services
Order of Services
Opening Prayer
By the Pastor
Christmas Anthem
The Choir
Organ Recital
Miss Corn
Christmas Sermon
By the Pastor
The Members of St. Paul's Church desire to invite their friends and neighbors to the Christmas Day service to be given in the new St. Paul's Church on Main Street Park and can assure all who come a most cordial welcome. The morning service will begin at ten thirty o'clock, sharp, and the afternoon service opens at three o'clock. A selected choir of fifty voices will be on hand to render sacred carols
St. Paul's Church
Rev. John Martin, Pastor
Main Street, Harper, Ill.

C

ices." A handsome word is "Church" right in this place, with its tails to the "h's," which gives a sort of fillip that relieves the monotony of the more solemn-visaged letters.

✕ ✕ ✕

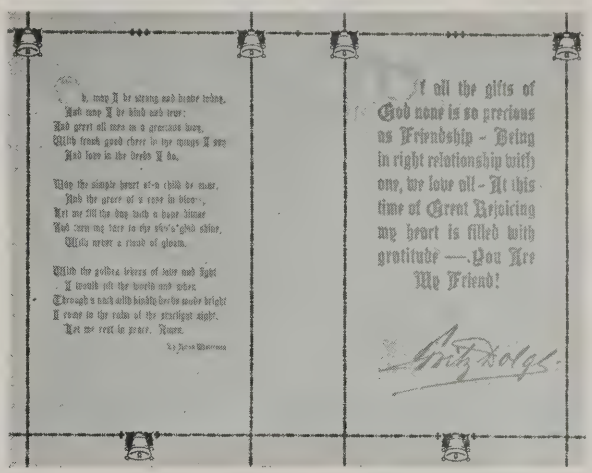
Old English Slim and Graceful

Display typography doubtless owes much to the idea of the condensed letter, which so accomodatingly goes into lines where the required words composed in wider letters would not fit. The condensed faces that were so freely used not only in the earlier, but also the later years of the nineteenth century were seldom beautiful, and some of them were especially hard to read. And how out of keeping when used in a job with other type-forms they now look to our educated eyes! But when the beautiful forms of the old type-masters were revived and used in display, and other beautiful letters invented with the old ideas of plainness, legibility and harmony, the problem of condensing seemed to be indeed incongruously solved by some of the narrow letters. These were even more out of harmony with the new style than they were before. But how well the idea of "families" with slender members helped in this problem of time as well as of art! And then it was seen that some of these condensed

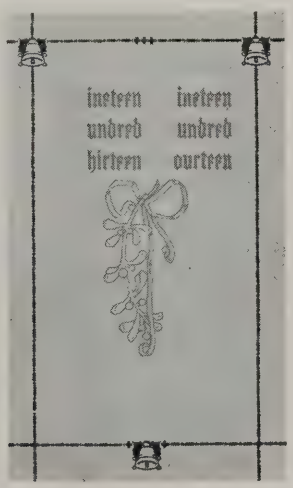
letters were good not only with fatter faces, but also by themselves. No doubt the condensed Old English face is not entirely a product of modern typography; but on looking over many old books of Old English today I find nothing just so long-and-narrow as the face used —except on the sky—on the daintily-colored card shown as D1. And yet how reminiscent of old missals it persists on seeming to me as I look on it as composed by A. E. Sahlin of the Roycroft Shop in a Christmas folder that I have on hand, which is largely "straight composition." It is a beautiful letter; and I don't care whether it is old or new, so long as it is beautiful.

I will attempt to have the engraver show three pages of this folder as E-1, -2, -3. The job is on laid gray stock; the borders are gold, and the type gray and lilac. The initials on E1 are in the blue, as is the bow. It might be somewhat of a puzzle at first, because of the ordinary space between the words where they are read down instead of across; but the general effect is good. The job looks more like a Cook production than like the general run of Roycroft emanation. It shows that Mr. Sahlin is an all-around designer, as, for that matter, is Mr. Cook. The bright color on the pots of the Cook card, diminutive though they are, give a fine minor tone in contrast with the dark green.

D1


All the gifts of
God none is so precious
as Friendship - Being
in right relationship with
one, we love all - At this
time of Great Rejoicing
my heart is filled with
gratitude —.You Are
My Friend!

E2 E3



E1

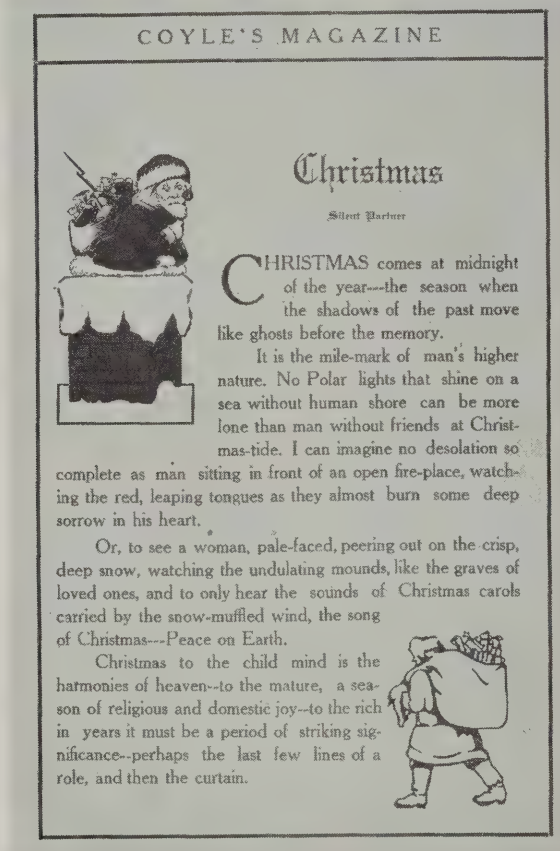
A House-Organ's Christmas Number

COYLE'S MAGAZINE
COYLE'S MAGAZINE
FRANKFORT, KY.
VOL. 3 SIXTY-NINE CENTS A YEAR NO. 6
O, Star of Bethlehem
O Star of Bethlehem, thy light still burns as clear on Christmas morn, as did the flaming beacon bright that told the world that Christ was born. O wondrous star of heaven's flame that told men that God's son He gave, to bear the suffering and the shame, that we might live; our souls to save. Down through the years thy light shines on, a brighter, steadier, broader beam; to guide us to the millenial dawn, to teach us God's eternal theme. Then let us help to spread the light, to tell of heaven's gates ajar, to show all men the wondrous sight, the glorious, blessed Christmas Star. And let us pass our Christmas cheer by might of word and might of deed, and while we pause to drop a tear for all God's poor, let's help their need. For inasmuch as ye have done a kindness to the very least, 'twill be as unto Christ, the Son, that ye have ministered a feast. And let us guide their feet aright, and not their weaknesses condemn, but lift them up to face the light. O, wondrous Star of Bethlehem

F1

Mr. Coyle of the Coyle Press, Frankfort,

Ky., is an original printer who seldom follows the beaten path. But do not let him lead any of you into the limberlost of freakishness, which he manages to miss in some of his most daring designs because of his innate artistic sense. Here is a page (F1) of his house-organ, Coyle's Magazine. The white margins—ordinary at top and left, wide at the right, wider at the bottom—and the white page at the left, besides the other generous whiting out, helps the general effect mightily. Then there is the excellent ink he uses. The running head and the


COYLE'S MAGAZINE

Christmas

Silent Partner

CHRISTMAS comes at midnight of the year---the season when the shadows of the past move like ghosts before the memory.

It is the mile-mark of man's higher nature. No Polar lights that shine on a sea without human shore can be more lone than man without friends at Christmas-tide. I can imagine no desolation so complete as man sitting in front of an open fire-place, watching the red, leaping tongues as they almost burn some deep sorrow in his heart.

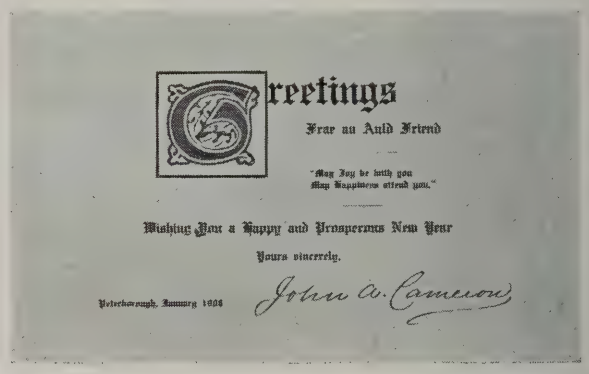
Or, to see a woman, pale-faced, peering out on the crisp, deep snow, watching the undulating mounds, like the graves of loved ones, and to only hear the sounds of Christmas carols carried by the snow-muffled wind, the song of Christmas---Peace on Earth.

Christmas to the child mind is the harmonies of heaven--to the mature, a season of religious and domestic joy--to the rich in years it must be a period of striking significance--perhaps the last few lines of a role, and then the curtain.

F2

rules, like those on all the printed pages of his magazine, are green, as are the leaves of the plant. The Old English line is red; and the pot and the poinsettia flowers are red and black; the head and the words of the poem are black. And the star is the silver obtained by the use of a very fine quality of aluminum ink. It is a Christmasy design. Why not leave out the comma after the "O" in the head as well as in the poem? It would look better and be in keeping with the most approved style, as well as uniform with the text.

Another page (F2) of the magazine, in the two colors and black, I like especially because of the white. And please imagine the margins as already described; it is good practice for the eyes of the mind; and he who can see well with these has a very real requirement of a typographer. And know that this is on a stock that is in itself suggestive of clean snow. The single word "Christmas" in the red is particularly well set off by the surrounding white, and black and red of the chimney and the figure of Santa gives a "Do you see how Soracte stands, white with deep snow" effect to the snow on the chimney. There is a relief effect of white in a world of white. I don't expect this effect to show very well in the reproduction, but it is very apparent to me as I write, and I think it is largely brought about by the splendid composition of this page. The paragraphs seem to be just long enough to give an especially fine effect. Ah! these things happen to the master who loves his work. His work returns his love, and shapes itself to his desire. This is a holiday article, you see, so you must allow a little play


Greetings

Frae an Auld Friend

"May Joy be with you
May Happiness attend you."

Wishing You a Happy and Prosperous New Year

Yours sincerely,

Peterborough, January 1896

John A. Cameron

G

of fancy; but do not forget that fancy is often just a sort of spirit form of truth.

Lines of Various Lengths, All Harmonizing

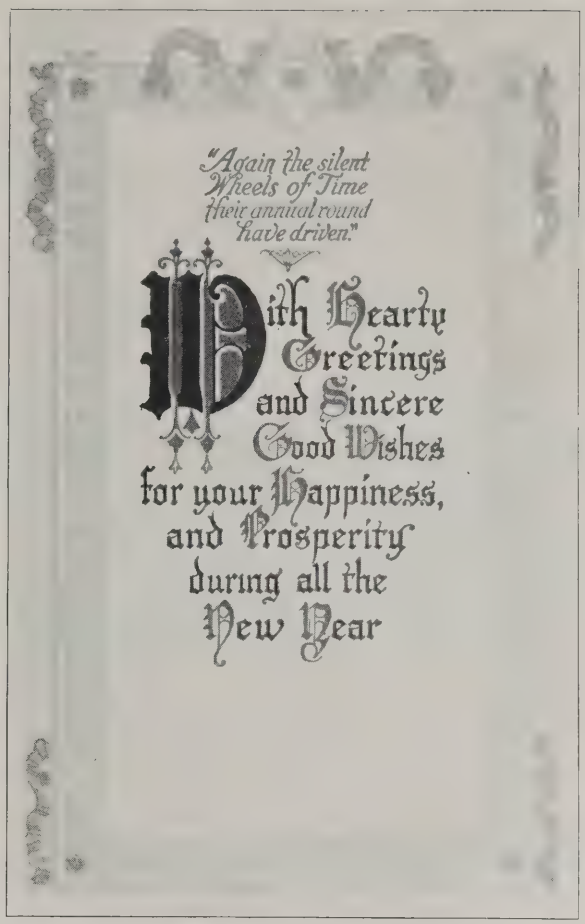
There is a modern note in the folder sent by John A. Cameron, of the Peterborough (Ont.) Review, some years ago, especially on the sheet shown as G, which is part of a very handsome folder. There is an embossed rule border on which ink was not used. The sheet is gray-blue, and is glued on a white sheet, which is in turn glued on the blue sheet. The initial is of a deep blue, and is the same initial as is printed in gold on blue of very nearly the same color on the outside sheet; the panel and the rest of the job is in gold; the signature is in writing ink.

The Flame Flower that adds to Christmas Warmth

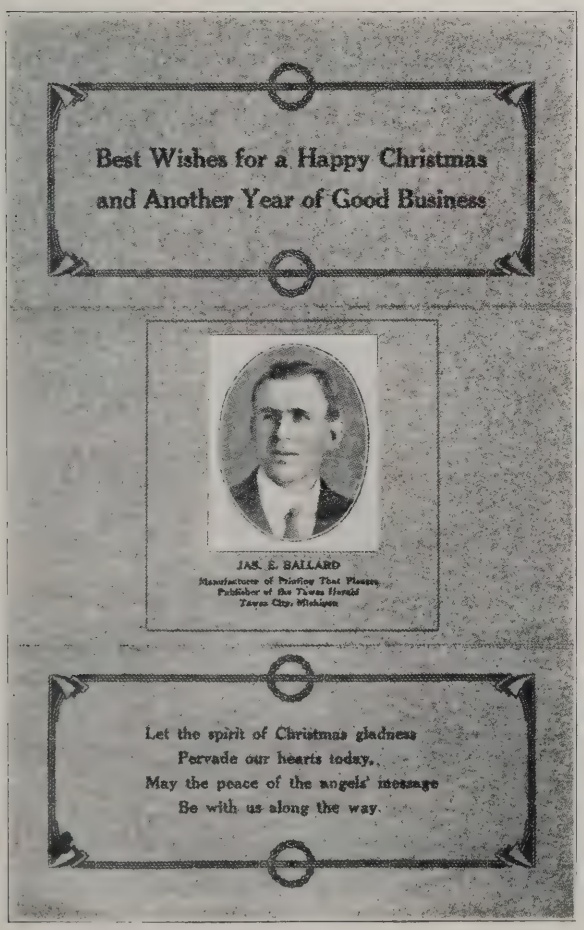
Christmas typography has been considerably brightened of late years by the introduction of poinsettia as the Christmas flower. Yet it was originally known as "the Easter Flower!" But nothing could take the place of the lilies

GIFT SUBSCRIPTION
Date .....
AT the request of a friend we have entered your name for a year's subscription to the ..... Magazine. Each number brings with it the best wishes of
.....
THE ROYCROFTERS
East Aurora, New York State

No. 1


"Again the silent Wheels of Time their annual round have driven."
With Hearty Greetings and Sincere Good Wishes for your Happiness, and Prosperity during all the New Year

No. 4


Best Wishes for a Happy Christmas and Another Year of Good Business
JAS. E. SAILARD
Manufacturer of Printing That Pleases
Publisher of the Traverse Herald
Traverse City, Michigan
Let the spirit of Christmas gladness
Pervade our hearts today,
May the peace of the angels' message
Be with us along the way.

No 12

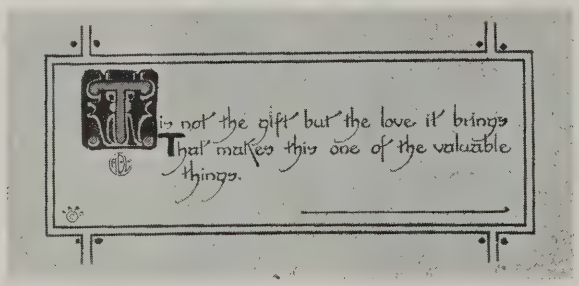
A Yuletide Greeting
Dear friend:
AS this good old year is drawing to a close, I am wishing that the year Nineteen Hundred and Fourteen may prove to be the happiest chapter in your life — that, indeed, this New Year will be to you the Brightest, the Gladdest and the Most Prosperous of all years.
You have helped to make the passing year the best in the history of my business, and I can only hope for a continuance of your good-will and give you assurance of my best efforts to please you this next year even more fully than in the past.
In accordance with my practise in years past, I have had a handsome calendar made for my customers, and it gives me great pleasure to hand you your copy in person — not so much for its intrinsic worth, but as a slight token of my appreciation of your patronage.
With all kind regards and best wishes, I remain,
Very sincerely yours,
E. E. GODFREY

No. 7

there, and Julia Ward Howe's line, "In the beauty of the lilies Christ was born across the sea," does not appear to have had any particular effect on decoration. But the poinsettia was needed; and a printer's collection of stock cuts is indeed incomplete without some of this plant for effective use at this season. The poinsettia, I find, was named after John R. Poinsett, American minister to Mexico, who discovered the plant there in 1828.

A Litle Card that Appealed

Here is a card (H) that seemed particularly

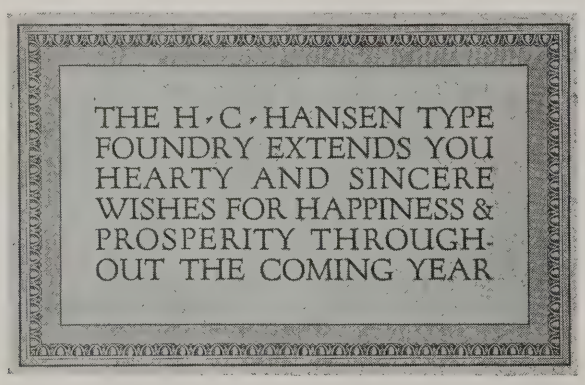


H

to appeal to a party of artistic women when one of their number received it with a gift last year. The card is a rich fawn, the "T " and two dots at the lower sides of it are a very deep rose, and the remainder is black and gold.

A Little Card that Appealed

In typographically extending good wishes at the close of a year and the start of another,

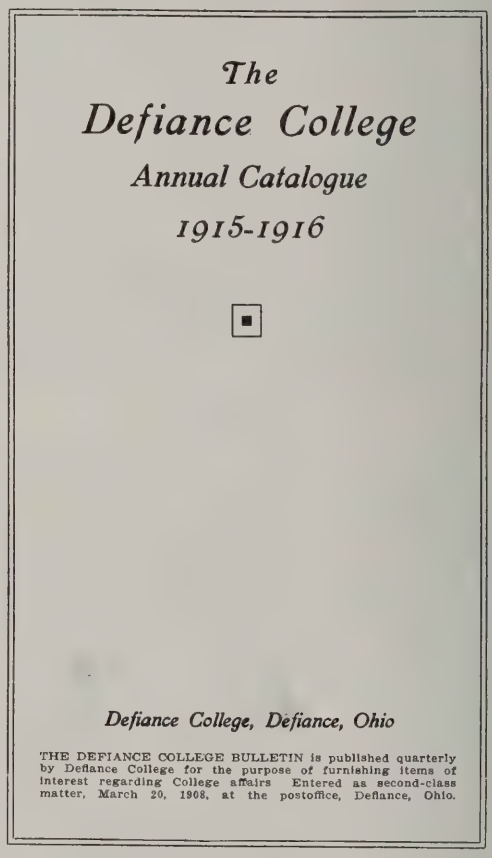


I

it is not necessary to use green and red and gold, or Old English, or poinsettia or holly or mistletoe or boar's heads or bells across the snow. In fact, it may be a relief to receive a card with none of these . A gray card (I) is that of the H. C. Hansen Type Foundry, with gray stock and gray ink, but it is a pleasing blend of grays, and did you never notice that many a gray day even is beautiful? Classic is the composition of this card, and there is a note of refinement that is very clear, like the beautiful face that is used.

A Local Newspaper's Christmas Typography

I have a copy of a Christmas issue of the Enterprise of Defiance, O., that is highly creditable. There are many large advertisements that are very attractively bordered. I presume the borders were cut from old "boiler-plate" Christmas matter—stories, etc. It is good stuff, and makes splendid borders for the ads. Fine full page advertisements several are too. The page ad of the Bank of Defiance is particularly well composed. Each paragraph has a Tudor Text initial, and they look as pleasant as plums in a Christmas pudding. Well, maybe there should be more plums show-


The
Defiance College
Annual Catalogue
1915-1916

Defiance College, Defiance, Ohio

THE DEFIANCE COLLEGE BULLETIN is published quarterly by Defiance College for the purpose of furnishing items of interest regarding College affairs Entered as second-class matter, March 20, 1908, at the postoffice, Defiance, Ohio.

ing in a Christmas pudding; but this is war time, you know.

But here is the body-matter of a whole page set in a very handsome 12-point; and this type is used n many other ads together with 18-point of the same plain but characterful series. And I don't believe there's a weed—that is a plant out of place, a wrong-font letter if you'd rather—in the whole paper. And this is a big issue. How many papers do we see where the time and money that has been lost because of so many series and so few of a series must be sufficient to see a world's series. I congratulate the editor and publisher of the Enterprise on a very enterprising paper that I hope got well paid for its extensive Christmas advertising.

FRANKLIN-TYPOTHETÆ OF CHICAGO.

November 2, 1915.

National Printer-Journalist:

The Franklin-Typothetæ of Chicago, which is the successor to the Ben Franklin Club, the Employing Printers' Association, the Chicago Typothetæ and the Machine Composition Club of Chicago, held its first Annual Meeting on October 21, 1915, at the Advertising Association Club Rooms, 123 West Madison Street.

The meeting was representative of the best in Chicago Printerdom, fifty-seven (57) houses being represented.

After a very satisfying repast, President W. H. Sleepeck, called the meeting to order and introduced Mr. Fayette S. Munroe, a member of the Chicago Bar, who delivered an interesting and enlightening address on "The People's Money and the Constitution."

Mr. Munroe chose to explain the devious ways of some of the Illinois Legislators, particularly those who are not above taking a salary for rendering their services, but who do not hesitate to reimburse themeslves for divers and sundry—real or imaginary—expenses which they are not entitled by law to lay upon the shoulders of the tax-payer? The shameless methods used by some of our representatives in the State Legislature were fearlessly exposed.

He stated that it was discouraging to find that the State Legislators can be found who deliberately vote themselves money in direct contravention of the law. He claimed this was done in the Mileage Appropriation Bill. Men who had already received their mileage as allowed by law deliberately voting the amount over again to themselves.

Mr. Munroe as a citizen, protested to officials against their actions and was laughed at for his pains and told in so many words, "Well, if you don't like it, why don't you get an injunction?" Which, Mr. Munroe promptly proceeded to do with such good effect as to get five injunctions allowed and thereby tied up the mileage grab and four other equally notorious and disreputable appropriations and the end is not yet. It is well to expose these men and perhaps it may be possible to put some of them behind the bars. It's to be hoped that Mr. Munroe will be given all the assistance he needs to purge the Illinois State Legislature.

The report of the President showed a gratifying condition reciting as it did, the efforts made to get all the Master Printers' Organizations into one body, with the benefits that will accrue to the industry. A mechanical payroll of $6,500,000.00 is represented by the membership of the Franklin-Typothetæ of Chicago, which means about eighty percent of the total mechanical payroll of the industry in Chicago.

At the recent convention in Los Angeles of the United Typothetæ and Franklin Clubs of America, this organization won the banner for greatest increase in membership during the year and also the banner awarded the largest local organization in the United Typothetæ and Franklin Clubs of America. As there were only these two banners awarded, Chicago could not get any more.

Mention of some of the activities of the Association might be of interest.

The Credit Bureau.

The Labor Bureau, one for the open shop division and one for the closed shop division.

The Cost Committee.

The Trade Matters Committee.

The Legislative Committee.

Cost Installation Service.

Estimating Classes.

Cost-Finding Classes.

General Information Bureau, all of which are striving to furnish to the membership, the best possible service.

Grim death has reaped a heavy harvest during the past year among the members:

T. F. Walton, Walton & Spencer Co., (Past President the Ben Franklin Club of Chicago).

Adolph Ungar, Fidelity Printing Co.

Chas. G. Low.

E. W. Chesterman, Secretary, Franklin-Typothetæ of Chicago.

R. F. Welsh, R. F. Welsh Printing Service, (Past President of the Ben Franklin Club of Chicago).

E. W. Beedle, Henry O. Shepard Co.

M. A. Donohue, M. A. Donohue & Co.

H. C. Etten, Hillison & Etton Co.

Mr. Sleepeck was re-elected President for the ensuing year and the other officers, Messrs. J. Harry Jones, Vice-President and F. B. Cozzens, Treasurer, were also re-elected.

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NATIONAL WINDOW DISPLAY WEEK IN TOPEKA.

Topeka, Kansas, Oct. 26, 1915.

Mr. Benj. B. Herbert, National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.

My dear Sir: National Newspaper Window Display Week was so great a success in Topeka that the Topeka Daily Capital issued a 24-page Pictorial Suuplement on Sunday, October 24, reproducing a large number of windows. Displays were made in one hundred and fifty-seven windows.

The effect on the public was unquestionably good, but the greatest value of the week was in pressing home to retailers, especially the smaller shop-keepers the inestimable value of daily newspaper advertising in linking the merchant to the consumer.

Very truly yours,

ARTHUR CAPPER, Publisher.

MARCO MORROW,

Director of Advertising.

⌘ ⌘ ⌘

NEWSPAPER WINDOW DISPLAY WEEK

Is a national affair and is promoted by all the leading newspapers of the country under the guidance of the American Newspaper Publishers Association. Its purpose is to demonstrate the co-operative power of the newspaper and the local merchant, and is designed to attract the public and the manufacturer alike.

Practically every city of any size has a part in this movement and the merchants of Topeka, one week of every year, feature in their windows and in their selling plans, goods which have been and are advertised in the newspapers.

Topeka's merchants stand first and foremost in Kansas in handling nationally known products. They promote the sale of goods of high quality which are advertised by the manufacturer, because the people—their customers—know from experience, there is unquestioned quality and undisputed value in such goods, or they would not be so advertised.

One hundred and fifty seven separate stores responded

to the Capital's invitation to prepare special windows for this week. In these windows were found 227 different products, which are nationally advertised in the newspapers.

There has been no better indication of progressiveness, of activity, of genuine up-to-date-ness and life of Topeka's tradesmen than this group of windows.

This movement has brought out another fact; that the smallest merchant in the outlying districts with limited facilities and space has exercised as much taste, real salesmanship in dressing his windows as many of the larger "Avenue" stores.

The people of Topeka will be interested in these windows and it is regretted that all the pictures could not be reproduced in this supplement, but these will convince the most skeptical that Topeka is genuinely alive commercially.—The Topeka Daily Capital Window Display Supplement.

⁂ ⁂ ⁂

REPORT SHOWS NEWSPAPER IMPROVED IN ACCURACY

In an effort to stamp out fake stories and inaccuracies the New York World, for the past two years, has been conducting a bureau of accuracy and fair play. The first report of this department has just been made public, and it covers the entire period of the existence of the bureau. The report shows that out of 787 cases considered involving accuracy and fair play in the news and editorial columns of the World 498 cases were sustained and 291 corrections published. In addition there were sixty-eight where the World was not at fault.

"Every complaint received," says the report, "has been carefully inquired into. When corrections were published they were clipped and mailed to the persons complaining, with a polite note of regret or apology, or at times with an explanation as to how the error occurred. Many replies have been received to these notes indicating that our efforts were appreciated, and some of those who were most bitter and sarcastic in their complaints and who questioned our good faith have been convinced of our sincerity."

The report goes into detail regarding many of the fake stories which found their way into the news columns of the World and the steps taken to eradicate the injustice done.—Louisville Courier Journal.

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SOMETHING ADVERTISERS OUGHT TO APPRECIATE.

An advertising club in Indianapolis advances the proposition that advertising does not increase the price of advertised goods, says the Pittsburgh Dispatch. This is correct, when all the factors of distribution are taken into consideration. As in manufactures, a fixed magnitude of plant is essential for a certain expected output. Wise management, efficient help, careful supervision, watchful economy, sometimes doubles production from the same sources. Under such administration, enlargement of operations means cheapening in the cost of product. This is "business" in its best sense. A share of the profit goes naturally to the consumer.

Much the same thing is true as to the factors that govern advertising, considering it even from the standpoint only of the man who pays the advertising bills. From the standpoint of the merchant, as determining the fact of cost, that advertising does not on the whole increase the price of goods because of the big sales which it effects—sales not only of particular lines which may be specifically named, but of all sorts of stock in whose behalf no special drive had been made. Futhermore, a business that has been largely developed by efficient advertising saves money quite sensibly by narrowing the proportion of fixed charges to gross business.

Advertising not only creates and gathers trade but the increased sales, with the same overhead expenses, makes it actually possible to sell goods at lower prices with increased aggregate profits. Advertising is then not an expense but a most profitable investment.

⁂ ⁂ ⁂

THE STORY OF THE AMERICAN PRINTER

The American Printer has absorbed the Printing Trade News, a weekly publication, of New York, and the Master Printer, a monthly, of Philadelphia. The purchase of the last two mentioned periodicals by the Oswald Publishing Company, John Clyde Oswald, President, forms another notable period in the history of the American Printer, which was founded thirty years ago as the Amreican Bookmaker, with Howard Lockwood as publisher. Its sub-title at that time read: "A journal of technical art and information for publishers, printers, lithographers, bookbinders, blank book manufacturers, and all others connected and interested in book making." In 1897, John Clyde Oswald taking charge of the publication, changed the name to the American Printer and Bookmaker and in 1900 named it The American Printer.

A handsome publication called the Western Printer had been issued in San Francisco by the Stanley-Taylor Company and in 1901 it was purchased and incorporated with The American Printer.

Another attractive monthly publication was issued in Philadelphia under the name of the International Printer, founded in 1902.

This was purchased in 1906 by the Oswald Publishing Company and also merged with The American Printer.

The Printing Trade News was established in 1907 as a monthly and was made a weekly in 1911.

The Master Printer was founded in 1904 as an organization paper of the master printers of Philadelphia.

In 1905, the Oswald Publishing Company, publishers of The American Printer, brought out the first of the line of books about printing and since then has added many authoritative volumes. In 1914 it became the publishers of the famous works of Theodore Low De Vinne, A. M.

The American Printer is to be published twice a month as a news, technical and business journal for employers, executives, and others in the printing, publishing, and allied industry. The publication recently took quarters in the new printers' building at 344 West 38th Street, New York.

John Clyde Oswald, president of the company that publishes The American Printer, has made a notable success of his career as a printer-publisher. He believes in associations and is active in a number of prominent organizations. He is president of the American Institute of Graphic Arts, past-president of the Federation of Trade Press Associations in the United States, past-president of the National Editorial Association; one of the two vice-presidents of the Press Congress of the World. He is prominent in the councils of the United Typothetae and Franklin Clubs of America and the Associated Advertising Clubs of the World. Other memberships include the New York Master Printers' Association, the Merchants' Association of New York and various mutual, fire and casualty insurance companies.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF AUGUST 24, 1912,

of National Printer-Journalist, published monthly at Chicago, Illinois, for October 1, 1915:—

Name of— Post-Office Address.

Editor, Benj. B. Herbert.....4813 N. Paulina St.

Publisher.....Benj. B. Herbert, 4813 N. Paulina St.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If a corporation, give names and addresses of individual owners.)

Benj. B. Herbert .....4813 N. Paulina St.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.)

There are none.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date above shown above. (This information is required from daily newspapers only.)

BENJ. B. HERBERT.

Sworn to and subscribed before me this 1st day of October, 1915. E. B. BARNARD,

Notary Public

[Seal] (My commission expires Dec. 10, 1918.

⁂ ⁂ ⁂

DEVICE FOR MOUNTING PLATES ON LINOTYPE SLUGS.

New York, October 18, 19015

National Printer-Journalist, 4618 Ravenswood Park, Chicago, Illinois.

Gentlemen: A development in the handling of Linotype slugs that warrants the attention of every printer is that so adequately described in the new folder entitled "Mounting Cuts Type High on Linotype Slugs with a Miller Lino-Slug Router," just issued by the Mergenthaler Linotype Company.

With this machine the entire block of slugs constituting a page is routed out to the exact shape and depth required for the mounting of any sort of cut to the exact type height. The various simple steps are clearly shown in the folder, so that the sequence and nature of the operations are evident at a glance.

Naturally, a great deal of time is saved by performing the operation in this manner, and there undoubtedly will be a large sale of the device. Copies of the folder mentioned are being sent to practically the entire mailing list of the Mergenthaler Linotype Company, and extra copies will be sent to anyone interested.

Yours very truly,

MERGENTHALER LINOTYPE COMPANY,

K. G. Martin, Publicity Department.

"THE TWO COLOR BOOK," that tells all about printing, plates, issued by The Eclipse Electrotype and Engraving Co. of Cleveland, Ohio, is an unusually helpful work. It is rich, accurate, and clear in its statements and most strikingly effective in its illustrations. The object of the work is to show the clever effects that can be obtained by two color printing, the least expensive of all color printing. Color printing has come to be recognized of great value in commercial advertising, where it is an object to give a correct visual idea or view of the product offered for sale, besides this, artistic color effects attract and command attention. How to keep the cost within bounds that will prove profitable is the great question and this booklet solves the problem.

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TRADE COMMISSION EXTENDING EXPORT INQUIRY.

Federal Trade Commission, Washington, October 29, 1915.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir: As you know, the Federal Trade Commission is making a study of combination in export and of other conditions which may affect American foreign trade. Enclosed herewith is a statement by the Commission concerning this investigation. This announcement is for release in publications appearing Thursday, November 4, or later, and must be held confidential until that date.

A copy of the general letter which is to be sent out, of the return card, and of the schedule of inquiries will also be sent you for your information as soon as they are ready for distribution.

Very truly yours,

FEDERAL TRADE COMMISSION,

By Joseph E. Davis, Chairman..

The Federal Trade Commission announces that it will soon send out 30,000 letters of inquiry, followed up by a brief schedule, as a part of the investigation of conditions that affect American foreign trade. Congress has empowered the Commission to make an investigation of these conditions and to report the facts with such recommendations as it deems advisable.

The war in Europe has so affected the trade of the world that American enterprise has a peculiar opportunity to supply the wants of foreign markets and to secure enlarged share of their trade. The Commission, therefore, deems it to be its duty to complete with all possible dispatch an investigation which may assist Congress in determining what action may be required in the public interest for the promotion of American foreign trade.

By public hearings throughout the country and by other means the Commission has been gathering facts and information as a basis for its report to Congress. It now wishes to obtain information from a large number of men who were unable to appear at the hearings. For this purpose these letters and schedules will be sent out.

About 20,000 letters will go to American manufacturers and producers, and about 10,000 will be sent to other authorities on foreign trade conditions, such as

export commission merchants, manufacturer's export agents, importers, domestic merchants, publicists, lawyers, economists, bankers, engineers, etc.

A return postcard accompanying the letter is designed to give the Commission a broad yes or no referendum on the advisability of export combinations, and to put it in touch with those who are willing to assist the Commission by furnishing further facts and suggestions. To those who state that they will co-operate with the Commission in furnishing facts, etc., the schedule will be sent, covering the topics on which the Commission desires information.

Through this letter of inquiry and schedule the Commission particularly desires information.

Through this letter of inquiry and schedule the Commission particularly desires to get the facts from many different points of view from all sides of controverted questions. Thus, the 20,000 names of manufacturers and producers include every branch of American industrial enterprise and represent every shade of opinion in regard to the present problems of our foreign trade. The list takes in big business and little business; companies that are old in exporting and firms that are new; interests that want combinations among American manufactures for export trade and men who are opposed to such organizations; manufacturers of specialties and producers of staples; concerns whose foreign trade is limited to South America or Europe and those whose products are sold all over the globe.

The 10,000 other persons to whom the letters of inquiry will be sent include even greater diversity of interst and thought. By obtaining facts and suggestions in this manner from a large number of persons with different experiences and points of view the Commission expects to secure a great body of valuable information.

The schedules were prepared after careful consideration of the facts developed thus far in the investigation. In drafting the inquiries the Commission has consulted noted economists and experts, leading business men in many important lines, and representatives of the Chamber of Commerce of the United States, the National Association of Manufacturers, the American Manufacturers' Export Association, the National Foreign Trade Council, and other organizations interested in the extension of export trade.

The schedules are brief and have been prepared to facilitate convenience in replying. Since foreign trade is of especial interest just now the Commission is expecting a prompt response to this request for suggestions and information.

Some of the inquiries are designed to ascertain the general understanding of business men as to whether the antitrust laws prohibit export combinations among American manufacturers, and the views of men generally as to whether such combinations are in the public interest. Other questions are expected to develop highly interesting information in regard to "dumping" by foreigners, either in the United States or in other markets. Information is also sought concerning the operations of foreign combinations, and other conditions which affect American export trade.

The Commission desires full and frank statements in reply, and the inquiries have been drafted with this purpose in view. Thus the person answering may designate any portions of his reply which he wishes held confidential and the Commission will respect his wishes in this regard.

Where the answers received suggest that additional valuable details and facts are availble the Commission will supplement the schedules with a few further inquiries which will elicit fuller statements. All this week will be quickly rounded out and completed from agents of the Commission, in a few cases, if the study of replies shows this course to be desirable.

In announcing the commencement of this work the Commission was careful to state that the schedule inquiries are only one part of its study of conditions which may affect American export trade. In addition to the schedule inquiries and the series of public hearings which have been held, this study as planned includes several other important divisions. For some time employes of the Commission have been engaged on systematic research work covering trade and financial papers, social publications and reports of the United States and foreign governments, and other published material. This has included not only publications in English, but also those in German, French, Italian and other foreign languages. In addition, agents will be sent abroad to study conditions on the ground. In this part of its work the Commission will also receive assistance from the Department of State through the United States Consuls, and from the Department of Commerce through Commercial Attaches. Through these different divisions of the work the Commission is conducting an extensive investigation and hopes to make a comprehensive report to Congress.

A single-phase motor that will run your job press at any speed without waste of power at a touch of the foot.

The Sprague Electric Single-Phase Motors with foot control for job presses, or with hand control for flat-bed presses, are ideal for the printer in the single-phase districts.

You will be interested in Exhibit Sheet No. 83016

SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY
Main Offices: 527-531 West 34th Street
New York, N. Y.
Branch Offices in Principal Cities

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

WANTED—CATALOG LOOPING MACHINE manufactured by Ward & McLean. Address W. M., National Printer-Journalist, 4620 Ravenswood Ave., Chicago.

"NEWSPAPER REPORTING" is an excellent book of definite instructions (intensely practical) for small-city and country newspaper reporters and correspondents, but contains much of value to all news writers. Price, $1.00; send a dollar bill now at my risk. W. L. Taylor, Publisher, York, Pa.

PUBLISHERS, ATTENTION: I want to put money into a publishing house that wishes to develop the printing of fraternal insurance papers. I have original plans and will risk my own money on them.—Box C, Mt. Morris, Ill.

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N. DAK.

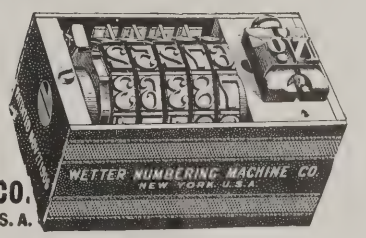
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. **PRICES FROM $5.00 UP**

No. 12356
FACSIMILE IMPRESSION

BUY ONE NOW



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WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

The Keystone Type Foundry is doing business under eight roofs

FIRE AN ORDER AT THE NEAREST ONE AND SEE WHAT HAPPENS

Here's the Line-up { Philadelphia, New York, Boston, Chicago, Detroit, Atlanta, Kansas City, San Francisco

KTF

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

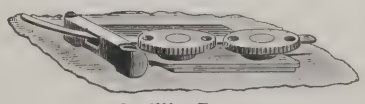
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

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The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

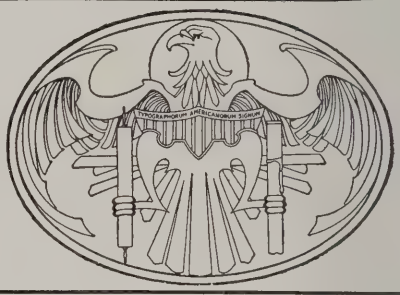
MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

A Magazine of Printing

If you are a printer, stationer, advertising man, or are otherwise connected with the great business, you need **The American Printer.** We want you on our list as a regular reader.



Send thirty cents for sample copy or three dollars for a year's subscription.
OSWALD PUBLISHING COMPANY
Twenty-five City Hall Place, New York

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

The Butler Line of Ledger Papers is Nationally Known as The

DURABLE LEDGER LINE

Following is the authorized list of "Butler Brands" Ledger Paper.

Write for Samples

AMERICAN LINEN RECORD		GENERAL LEDGER
LEDGER MILLS LEDGER		LOOSE LEAF LINEN LEDGER
BERKSHIRE LINEN LEDGER	STATEMENT LEDGER	SCRIPTUM LEDGER

All Watermarked—All Standardized—All Recognized Leaders in the Field.

Made Especially for Loose Leaf Work

(The 4 "L" Butler Brand

LOOSE LEAF LINEN LEDGER

In Loose Leaf Linen Ledger, we give you an exemplification of what "built-in" service means in Ledger Paper.

This brand is made to meet the critical requirements of Loose Leaf Ledger users. It is strong and will stand wear around the posts and will not collapse at the corners under constant thumbing.

The color is bright White and the surface uniformly smooth, making this paper ideal for the ruler, printer and user.

A sheet in any Loose Leaf Ledger is usually given considerably more rough handling than a page in a permanently bound Ledger and for this purpose Loose Leaf Linen Ledger fully qualifies—and as a result, gives perfect satisfaction to thousands of users.

It will be worth your while to examine samples and note the moderate price of Loose Leaf Linen Ledger before you place another order.

In addition to the regular sizes, we carry this line in sizes for Loose Leaf work, which cut without waste.

If you write us, we will supply you with specimen sheets and information as to prices and stock carried.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.....Milwaukee, Wis.
MISSOURI-INTERSTATE PAPER CO.....Kansas City, Mo.
MISSISSIPPI VALLEY PAPER CO.....St. Louis, Mo.
SOUTHWESTERN PAPER CO.....Dallas, Texas
SOUTHWESTERN PAPER CO.....Houston, Texas
PACIFIC COAST PAPER CO.....San Francisco, Cal.
SIERRA PAPER CO.....Los Angeles, Cal.
CENTRAL MICHIGAN PAPER CO....Grand Rapids, Mich.
MUTUAL PAPER CO.....Seattle, Wash.
COMMERCIAL PAPER CO.....New York City
AMERICAN TYPE FOUNDERS CO.....Spokane, Wash.
AMERICAN TYPE FOUNDERS CO. Vancouver, British Col.
NATIONAL PAPER & TYPE CO. (Export only) N. Y. City
NATIONAL PAPER & TYPE CO.....Havana, Cuba
NATIONAL PAPER & TYPE CO....City of Mexico, Mexico
NATIONAL PAPER & TYPE CO.....Monterey, Mexico
NATIONAL PAPER & TYPE CO.....Guadalajara, Mexico
NATIONAL PAPER & TYPE CO....Buenos Aires, S. A.

BUTLER-BRANDS PAPER THE BEST

J. W. BUTLER PAPER COMPANY

ESTABLISHED 1844 CHICAGO

The Firm of Practical Men

The C. I. Johnson Mfg. Co. is the only firm of practical men in the Northwest handling printing machinery. By the term Practical Men, is meant the ability to take down and erect and rebuild any machine or machinery used in the printing business. That is what three out of four of the members of this firm can do.

When the owners, the men at the head of the business, are practical men in their line, does it not seem reasonable that they will see that machines are right before delivering them, when these men know from their own knowledge whether a machine is properly rebuilt, not having to rely on some other party's word or opinion?

Are not practical men apt to know what is needed to fill your requirements and to deliver what you want and what you expect? Are not practical men likely to be careful when they buy machines and buy only those which they know from their own knowledge can be rebuilt properly?

The personnel of the C. I. Johnson Mfg. Co. is composed of practical men, and when they say that a machine is ready to be shipped and to do the work as it ever did, in the hands of competent workmen, the purchaser knows that he is getting what he bought.

Send for latest "Big List of Johnsonized Machinery," giving descriptions and prices on fifty-five rebuilt cylinder preses and ninety-nine rebuilt miscellaneous machines, most of them now in stock.

More than 500 Johnsonized Cylinder Presses in Use

C. I. JOHNSON MFG. CO.

"THE FIRM OF PRACTICAL MEN"

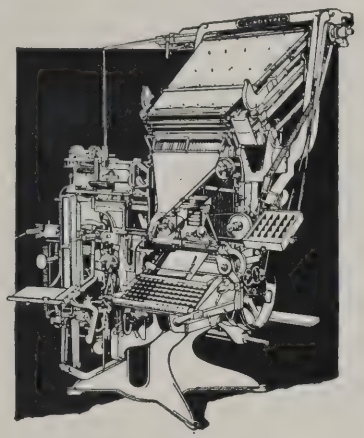
HANSEN TYPE St. Paul, Minnesota

SET IN CASLON FULL FACE GRAY TONE RULE BORDER

Three Multiple Magazine Linotypes added to the battery of

The Hollenbeck Press

of Indianapolis. They know the modern composing room way!



Model 8 Three Magazine Linotype used by Hollenbeck Press.

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING, NEW YORK
CHICAGO SAN FRANCISCO NEW ORLEANS
TORONTO, CANADA: Canadian Linotype, Ltd.

Safety First and Both Hands Free

Your foot controls the speed The service switch is enclosed and the fuses locked. You can't get a shock. The motor is up on a pedestal where you won't fall over it.

Write for Exhibit Sheet NO. 83016

SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY
Main Offices: 527-531 West 34th Street
New York, N. Y.
Branch Offices in Principal Cities

FRED'K H. LEVEY CO.
NEW YORK
MANUFACTURERS OF
HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

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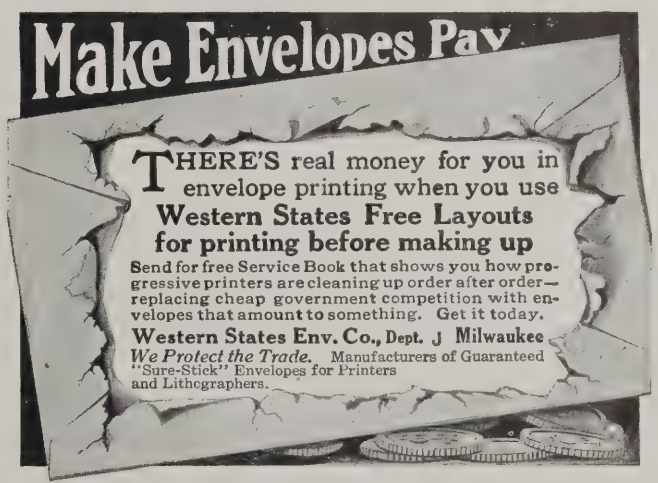
NEW YORK, 59 Beekman St. CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 345 Clay St. SEATTLE, Armour Bldg.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THERE'S real money for you in envelope printing when you use
Western States Free Layouts
for printing before making up
Send for free Service Book that shows you how progressive printers are cleaning up order after order—replacing cheap government competition with envelopes that amount to something. Get it today.
Western States Env. Co., Dept. J Milwaukee
We Protect the Trade. Manufacturers of Guaranteed "Sure-Stick" Envelopes for Printers and Lithographers.

CIRCULATION FEATURES—All Big Business Getters

Maps and Charts, Needle Books, Fountain Pens, Dictionaries, Sewing Awls, Carving Sets, Sewing Sets, Spring Tension Shears, Electric Lanterns and Pocket Knives.

CAN SUPPLY ANYTHING YOU WANT IN THE PREMIUM LINE

Write for Descriptive Catalog and Quantity Prices.

S. BLAKE WILLSDEN

Premium and Advertising Specialties.

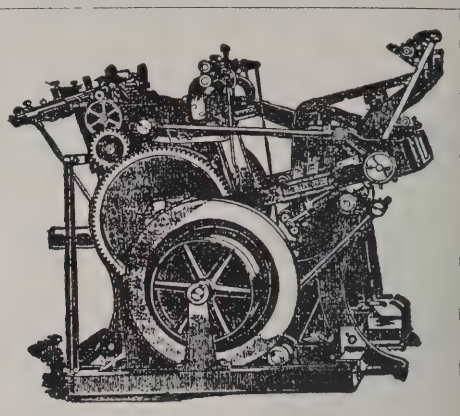
1606 Heyworth Bldg. CHICAGO

The Standard

High Speed Automatic Job Press Pays for Itself Automatically

Our terms run on rubber tires.
So easy they never jar.

Easy to Buy—Easy to Learn—Easy to Keep Busy
Easy to Earn Big Money With



THE STANDARD AUTOMATIC

ONLY $250 DOWN

SOME STANDARD USERS

New York City
Harper & Bros. 1
Loewinger Brothers 1
Trunk Brothers 1
Semple-Rieger Press 1
Brandon Press 8
Metropolitan Life Ins. Co. 5
John C. Rankin Co. 2
Roy Press 2
Adams & Grace Co. 2
M. B. Brown Ptg. & Bndg. Co. 2
J. C. & W. E. Powers 2
Euclid Ptg. & Bndg. Co. 2
Lehmaier & Brothers 2
Hamilton Press 2
Commercial Printing Co. 2
Louis Taterka 2
C. E. Sheppard Co. 2
Jaques Company 2
William Green, Inc. 2
William B. Sutherland 2
J. W. Pratt Co. 1
Pyle-MacLaren Printing Co. 1
Boschen & Wefer 1
Fleming & Benedict 1
Paul Overhage 1
Trow Direc. Ptg. & Bndg. Co. 1
Brieger Press, Inc. 1
Packenham & Dowling 1
L. Kehlmann & Co. 1
J. Schapiro 1
Walcutt Brothers Co. 1
Montross & Clark 1
Arthur, Mountain & Co. 1
Acme Manifolding Co. 1
Printing Trade News 1
Oswald Publishing Co. 1
Herman & Brokaw 1
Peck & Durham 1
Kienle Press 2
William E. Rudge 1
Francis J. Pasotti Press 1
J. J. Little & Ives Company 1
J. B. Watkins Co 2
The Lent & Graff Co. 1
Clark Loose Leaf Mfg. Co. 1
Schlueter Printing Co. 1

Brooklyn
The Chat 1
Brooklyn Daily Eagle 4
Boorum & Pease 1
Louis J. Saltzman 1
Home Talk Publishing Co. 1

Garden City
Doubleday, Page & Co. 1

Hastings-on-Hudson, N. Y.
The Hastings Ptg. & Pub. Co. 1

Niagara Falls, N. Y.
The Shredded Wheat Co. 1

Poughkeepsie, N. Y.
The De Laval Separator Co. 1

Rochester, N. Y.
John P. Smith Printing Co. 1

Schenectady, N. Y.
Maqua Company 2

Troy, N. Y.
Cluett, Peabody & Co. 1

Syracuse, N. Y.
D. H. Cook 1

Albany, N. Y.
Albany Per. Wrap. Paper Co. 2
C. A. Hollenbeck 1

Buffalo, N. Y.
Geo. E. Farthing 1
Hausauer-Jones Co. 1
F. J. Offerman 1

Cooperstown, N. Y.
Arthur H. Crist Co. 1

Valatie, N. Y.
The Charles-Gilbert-Phelps Co. 1

Boston, Mass.
A. T. Howard Co. 2
C. S. Binner Corporation 1
Gale-Sawyer & Co. 1
The Libbie Printing Co. 1
Southgate Press 1
The Sparrell Print 1
Wright & Potter Ptg. Co. 1

Cambridge, Mass.
Ginn & Co. 2
Library Bureau 1
University Press 1

Holyoke, Mass.
Baker-Vawter Co. 2
(Benton Harbor, Mich., 4)
Eureka Ruling & Bndg. Co. 1
White & Wyckoff Mfg. Co. 1

Worcester, Mass.
Davis Press, Inc. 1
Royal Worcester Corset Co. 1

Dorchester, Mass.
Educational Publishing Co. 1

Taunton, Mass.
Harrington Press 1

Pittsfield, Mass.
Eaton, Crane & Pike Co. 2

Salem, Mass.
Milo A. Newhall & Co. 1

Springfield, Mass.
Morgan Envelope Co., Div. 2

Waterbury, Conn.
The Waterbury Paper Box Co. 1
The Mattatuck Press 1

Hartford, Conn.
The Chapman Printing Co. 1
Plimpton Mfg. Co. 1
Travelers' Insurance Co. 2

Woonsocket, R. I.
Robinson Press 1

Rockville, Conn.
T. F. Rady & Co. 1

Philadelphia, Pa.
Marcus & Company 3
Williams & Marcus Co 2
Geo. H. Buchanan Co. 1
Craig, Finley & Co. 1
Patterson White Co. 1
H. M. Gifford Mfg. Co. 2

Pittsburgh, Pa.
Pittsburgh Printing Co. 1

Scranton, Pa.
Eureka Specialty Co. 2

Reading, Pa.
Bright-Faust Printing Co. 1

Lebanon, Pa.
Lebanon Paper Box Co. 1

Lewiston, Pa.
H. J. Fosnot & Son 1

Newark, N. J.
Essex Press 2
Gubleman Publishing Co. 1

Elizabeth, N. J.
Henry Cook Print Shop 1

Passaic, N. J.
Botany Worsted Mills 1

Paterson, N. J.
Press-Chronicle Co. 1

Chicago, Ill.
Glennon & Kern 2
Sears-Roebuck Co. 2
Chicago Legal News 1
The Holland Press 1
Fred. Klein & Co., Inc., 1
Pryor Press 1
The Henry O. Shepard Co. 1
U. S. Sample Co. 1
Workman Mfg. Co. 2

St. Louis, Mo.
George D. Barnard & Co. 1
Buxton & Skinner Prtg. & Sty. Co. 1
Hesse Envelope & Litho. Co. 1
Kutterer-Jansen Printing Co. 1

Kansas City, Mo.
Redfield-Powers Ptg. Co. 1

Minneapolis, Minn.
Heywood Manufacturing Co. 1

Lansing, Mich.
Allen & De Klein Co. 1

Jackson, Mich.
De May Printing Company 1

Superior, Wis.
Silver-Tonsberg Co. 1

Detroit, Mich.
Gregory, Mayer & Thom 1
The Griswold Press 1
Hilton, Hart & Garrett 1
Ockford Printing Co. 1
Frederick Stearns & Co. 1
Heitman-Garand Company 1
Topping-Sanders Company 2

Indianapolis, Ind.
Levey Bros. & Co. 1
Printing Arts Co. 1

South Bend, Ind.
L. P. Hardy Co. 1

Clinton, Ia.
T. I. McLane Ptg. Co. 1

Baltimore, Md.
Lucas Bros. 2

Salisbury, Md.
Brewington Brothers Co. 1

Atlanta, Ga.
Atlanta Envelope Co. 2
Byrd Printing Co. 1
Retail Credit Co. 1
Bean & Magill 1

Elyria, O.
F S. Reefy & Son 1

Cleveland, Ohio
The Exline Company 1

Benton Harbor, Mich.
Baker-Vawter Co. 4
(Holyoke, Mass., 2)

Bowbells, N. Y.
B. A. Stefonowicz 1

Auburn, Me.
Merrill & Webber Co. 2

Augusta, Me.
Kennebec Journal Co. 1

Salt Lake City, Utah
The F. W. Gardiner Co. 1

Spokane, Wash.
McKee Printing Co. 1
Shaw & Borden Co. 1

Melbourne, Australia
Gordon & Gotch 2

Toronto, Canada
The Copeland-Chatterson Co., Ltd. 2
R. G. McLean, Ltd. 1

OVER 40% OF OUR SALES ARE TO REPEAT ORDER CUSTOMERS.

The STANDARD HIGH-SPEED AUTOMATIC JOB PRESS alone has stood the practical test of day in and day out work in the job department. No other machine has ever survived this test.

Write for particulars

WOOD & NATHAN COMPANY,

SOLE SELLING AGENT

Thirty East Twenty-Third Street
NEW YORK CITY

HAMILTON STEEL UNIT STORAGE BINS

Useful in every department of the printing plant.

In the Composing Room—for storing cuts;

In the Pressroom—for storing job rollers—for inks, rags, etc.;

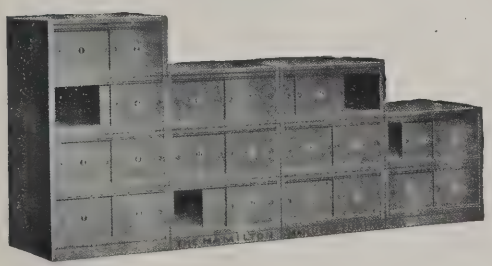
In the Office—for stationery and supplies.

Unit Storage Bin No. 458 with Cap No. 458-A and Base No. 458-B

These Units are very substantial in construction and may be packed solidly with cuts without damage.

Each Unit with cap and base makes a complete piece of furniture and additional sections or units may be added as needed. No screws or fastenings of any kind are necessary. All Units, caps, and bases are interchangeable and can be instantly assembled.

The Hamilton Unit Storage Cabinet being of steel construction is sanitary, fire-resisting and practically everlasting. Steel equipment such as this has a tendency to reduce insurance rates.



Group of Unit Storage Bins showing flexibility of arrangements possible.

These Units are successfully used by Commercial Houses, Banks and Insurance Companies, where they fill a long-felt want.

Full information from your nearest dealer.

THE HAMILTON MANUFACTURING COMPANY

Hamilton Equipments are carried in stock and sold by all Prominent Type Founders and Dealers everywhere

Main Office and Factories, Two Rivers, Wis.
Eastern Office and Warehouse, Rahway, N.J.

Made to Your Order

Advertising pictures and printing plates are made-to-order goods.

You must have greater confidence in the man and the house than if you were buying something off the shelf.

Are you getting the full value of your money in intelligent, suggestive interest and attention from the salesman who calls upon you?

Do you know if the salesman is backed by a reliable, permanently-established house with the resources to do the things he promises you?

A Barnes-Crosby Company man's opinion is worth asking for and worth listening to. This intelligence is a part of every job we make and deliver.

DAY AND NIGHT SERVICE

BARNES-CROSBY COMPANY

E. W. HOUSER, President

Artists Engravers Catalog and Color Plate Makers

CHICAGO ST. LOUIS

BRANCH OFFICES and ART DEPARTMENTS.

Toledo Cincinnati Detroit
Indianapolis
Moline Racine Kansas City

FIRST SHOWING OF THE NEW

CLOISTER BOLD TITLE

(PATENT APPLIED FOR)

48 Point 5 A $6 30

EXTENSIONS

42 Point 6 A $5 60

HOISTING LINK

36 Point 7 A $4 50

MODERN PRINTING
LINGUISTS NOBLER

30 Point 8 A $3 90

REMINDERS
NICE PROSE

12 Point 20 A $1 90

REQUIRED REFERENCE
QUIET HEIR RETURNS
MYSTERIOUS MAIDEN
BLUE $1234567890 BIRD

24 Point 11 A $2 95

CHANGE QUICK
MORE SOLDIERS

10 Point 23 A $1 80

DECIDES CRITICAL POINT
REMARKABLE EDUCATOR
INCREASING FRIENDSHIP
QUOTED GRAND BANKER

18 Point 13 A $2 40

BURN MAIN HOUSE
HISTORIC REFORMS

8 Point 26 A $1 50

GRANDEUR ELATES HISTORIAN
RELIABLE COMPOSITOR LEARNS
HUMOROUS PICTURE RESERVED
MOTHERS DECIDE UNANIMOUS

14 Point 20 A $2 25

PRINTER INEXPERIENCED
MORE PEOPLE SUBSCRIBE

6 Point 29 A $1 20

PROPOSITION REJECTED BEFORE DEBATING
BRIGHTEST HUMANITARIANS CONGREGATE
ASSOCIATION NUMBERED AMONG HIGHEST
ELEVEN EUROPEAN $1234567890 FINANCIERS

SEND FOR PAMPHLETS SHOWING
CLOISTER OLDSTYLE AND CLOISTER BOLD

AMERICAN TYPE FOUNDERS CO.

1915

BOSTON WIRE STITCHERS

IN THE PROFITABLE PRINTING OFFICES AND BINDERIES OF THIS COUNTRY (SEVERAL HUNDRED ARE USED ABROAD) BOSTON WIRE STITCHING MACHINES ARE GRADUALLY AND SURELY SUPERSEDING ALL OTHERS. THE SALES OF THESE WONDERFULLY EFFICIENT STITCHERS HAVE BEEN MARVELOUS, AND IN OPERATION THEY NEVER FAIL TO MAKE GOOD. THEY ARE SCIENTIFICALLY DESIGNED, SIMPLE IN CONSTRUCTION, AND EASILY OPERATED BY UNSKILLED USERS. A MACHINE IS MADE FOR EVERY PURPOSE FOR WHICH A HIGH GRADE WIRE STITCHER IS REQUIRED

WRITE TO NEAREST SELLING HOUSE

AMERICAN TYPE FOUNDERS CO.

Set in Cloister Bold Title Holiday Decorator

Every Owner, Every Manager, Every Salesperson Will Profit by Reading

"Retail Selling and Store Management"

By PAUL H. NEYSTROM

¶ Its teachings are applicable to your business. A reading of the book and a consistent following of the principles advocated will increase your earning value 50 per cent.

IT shows how salespeople may increase their abilities a hundred fold; how owners or managers may properly train their sales forces; how advertising may be made more effective; how leaks and wastes may be detected and eliminated; how cost accounting systems may be improved; how credits and collections should be handled; how the entire organization of a retail store from the management down to the delivery boys may be made more effective. The book is based upon the actual results accomplished in many successful retail businesses.

Order NOW!

NATIONAL PRINTER-JOURNALIST

4620 Ravenswood Avenue, CHICAGO, ILL.

INKS

REDS ~ BLUES OR RAINBOW SHADES

THE LACK OF A REGULAR SOURCE OF SUPPLY OF RAW MATERIALS TOGETHER WITH UNEXPECTED AID FROM UNEXPECTED SOURCES . . . . . MAKES PECULIAR CONDITIONS OF AN UNSTABLE NATURE

BEFORE PLACING ORDERS
FOR BLACK OR COLORED PRINTING INKS

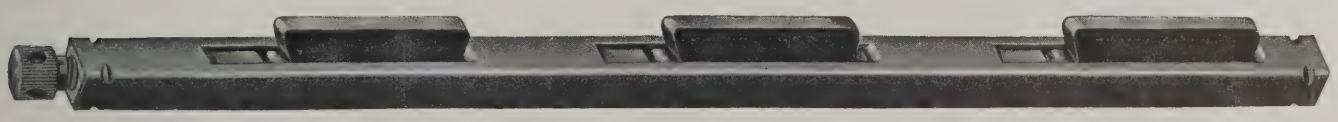
WRITE

The Queen City Printing Ink Co.

SOLE MANUFACTURERS
OF

H.D. BOOK INK, SPEED LIMIT, READY TO MIX GOLD INK, ETC.

UNIVERSAL PRESSURE QUOINS



TREMENDOUS PRESSURE APPLIED WHERE REQUIRED

Maintains a Straight Edge Next to Form . . . . which is Always Locked Up Perfectly True

CHICAGO
ROCHESTER
DETROIT

CINCINNATI
BOSTON
ST. PAUL
KANSAS CITY

PHILADELPHIA
MINNEAPOLIS
DALLAS

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

KNOW

The Royle Cutter and its great capacity for routing and you will see your way out of cutter troubles.

Get Booklet 247. Everything about Cutters.

JOHN ROYLE & SONS
PATERSON, N. J.
Photo-Engravers' Machinery

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

When you are buying new devices or material look for the nameplate—

"ROUSE"

You will always see it if you demand the very best equipment that it is possible to buy.

Here are a few of the Rouse Time Savers:

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Rouse Paper Lift
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

H. B. Rouse & Co.

2214 Ward St. Chicago, Ill.

Good Time Coming Is Almost Here

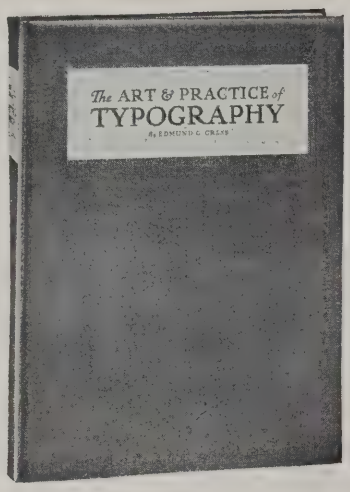
It's Coming On the Fast Train; Big Crops, Big Prices, Big Foreign Orders, All Railroads Busy, Confidence Growing.
It's time to wake up and stow the grouch. Every order placed now helps along the tide of prosperity. Show your confidence in the United States of America. Buy that Cylinder Press, Job Press, Cutter or other machine you have needed so long, but have put off buying to your own hurt because you didn't know how things would turn out; but above all equip your plant plentifully with our new faces of type, like the big Pencraft Family for example, and lay in plentiful supplies of those other things of which very few printing offices ever have enough, leads and slugs, brass rule, quads and spaces, galleys, electric-welded chases and in general the full line of Barnhart Specialties.
Get Ready to Get Busy and You Will Be Busy.

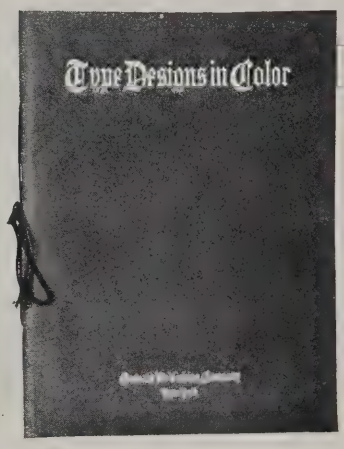
Barnhart Brothers & Spindler

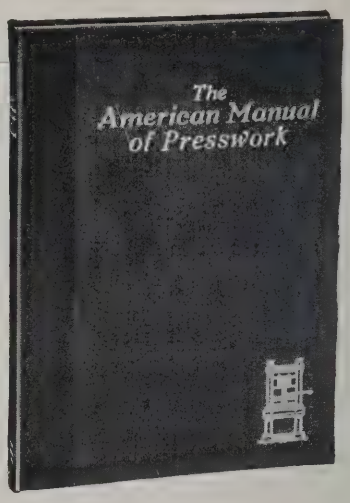
Chicago Washington, D. C. Dallas Omaha St. Louis St. Paul Kansas City Seattle

SET IN PENCRAFT FACES 12-POINT BORDER NO. 1273

STANDARD BOOKS ON PRINTING







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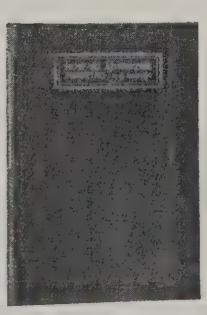

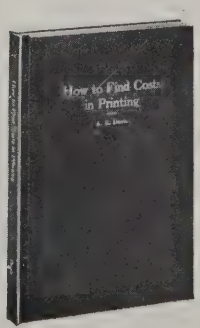

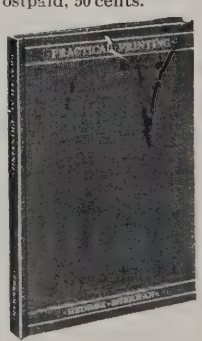

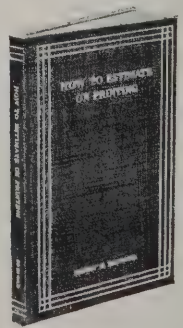

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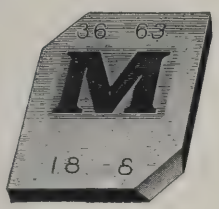

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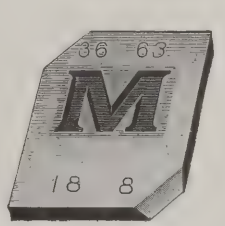

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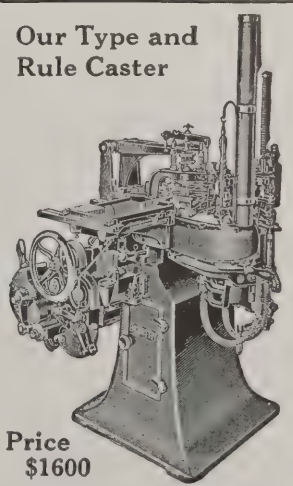

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Catalogue
of An Exhibition *of*
Original Etchings
By Donald MacLaughlan

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Set in Caslon Oldstyle No. 471 (Original Line)

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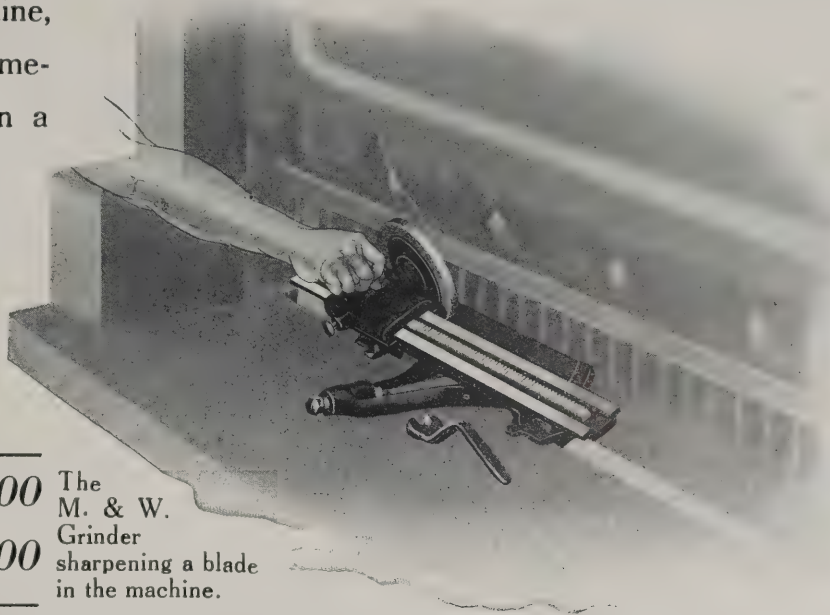

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CHICAGO

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-THREE | CHICAGO, DECEMBER, 1915 | NUMBER TWELVE

Four Points Concerning the News

From an Address by J. N. Stonebraker, editor of the Carrollton (Mo.) Republican-Record, on "The News in the County Paper."

At Missouri State University, During Journalism Week.

I want to refer briefly to four cardinal points in relation to the news in the country field.

First, to the kind of news. Everything that happens or everything that we see in the community does not go to make up news of a general nature. Live news, and this does not necessarily mean sensational news, must be somewhat more on the phenomenal order. You might see a fence post. You might see a cow. You might see an apple. And yet none of these things alone would be news. But if you chanced to see a cow sitting on a fence post eating an apple, that would certainly be live news. The public interest demands news that deals with more than just ordinary local happenings, common to all. These local happenings of a personal nature are essential in the news columns, if judiciously used, but they are not what you might term the bone and sinew of the news columns.

The demand for news dealing with more than just the commonplace was made back as early as 1780, for Franklin writes in his autobiography that some ingenious men wrote little pieces for his paper which gained it credit and made it more in demand. But in the zeal of some of these early writers to furnish news that would make their papers better read, and much to the discredit of the newspaper, exaggeration sprang up, which developed into the sensational news matter, and finally gave birth to the "yellow sheet" which made its imprint on the county newspaper as well as the metropolitan newspaper. But the builders of this kind of news columns are fast disappearing. The going down into the very sewers of crime and filth for a news story, muckraking, gross exaggeration, colored news and the like are soon to be no longer tolerated by the reading public. The news in the county newspaper should be clean, wholesome news—the kind that any boy or girl should read. A column of farm and stock news or good live county correspondence is far better than a column of murders and suicides.

The presentation of news is the second point. The editor of the county newspaper should not only be the news editor, but he should be the make-up editor as well—possibly not in the sense of doing the mechanical work, but to direct the make-up of his news matter. The average reader might not know the difference between an 8-point and 12-point head, and the pyramid make-up of ads and the classification of news matter might not mean anything to him used in these terms, but he does know the difference between a "hashed-up" newspaper and one conveniently arranged to read. If the news is to be most pleasing and to have the best effect upon readers, the editor's duty will not end when he has dog-eared his copy and jabbed it on the copy hook. He will have a personal knowledge of the location of every piece of news, its arrangement as to contents, and the placing of suitable and conservative headlines, correctly epitomizing the news and indicating by their size its relative news value.

Now I want to speak of the matter of individuality. William R. Nelson has left a great lesson of individuality, which should be helpful in building the news columns of every newspaper in Missouri. Mr. Nelson is said to have had the greatest scorn for the suggestion that some other newspaper handled material in a different way. "What the other fellow does doesn't interest me," he would say. Individuality is a thing that every county newspaper should cultivate. Anyone can be an imitator, but to handle the news in your own way, and in a manner peculiar to your own community, is the thing worth while.

As the last point I would speak of the influence of the news in the county paper. The news can have either a moralizing or demoralizing effect upon the community. If the murders, suicides and divorces be prominently played up on the first page, then you cannot expect a very high state of morals in that county. But if on the other hand the better class of news is given the preference, then you can expect a different atmosphere. The county newspaper through its news columns is getting at the grass roots, for while the city paper

has a great scattering circulation, yet the news of the county newspaper reaches practically every home in the community in which it circulates, and this community in turn goes to make up this great commonwealth of ours. So I say the publishers of county newspapers should feel a greater responsibility and we should strive to make our news columns the better, not necessarily dull in order to be clean and wholesome and respectable, but to make them "alive, entertaining, sympathetic, and at the same time truthful, fair well-proportioned and artistic.

* * *

OVERBURDENING THE OVERHEAD EXPENSE.

By Harold Whitehead, President, American School of Business, Inc., Boston.

There is one point of similarity between printers and plumbers—both of them lose money on jobs because they do not correctly estimate their costs, and consequently quote the low prices. The question of what is overhead expense and what is production expense is an oft-debated one. More important, though, is the question of finding out what is the real cost of a job.

Expense can be classed under three divisions:

1. General Expense—that cannot be charged directly to the cost of production.

2. Labor Expense—(and this can be divided into Productive Labor and Non-Productive Labor).

3. Material Expense.

This is the least number of divisions under which expenses may be classed. It would be an easy matter to prepare an elaborate accounting system that would give us cost of work and percentages of turn-over, profit (or loss), etc., but the average plumber wants a method that can be handled in a simple manner and yet be accurate.

All the expenses of a business must be paid by its customers—each customer must pay his just proportion if a profitable and growing business is to be built up.

What is a "just proportion"?

First, of course, a customer must be charged with the productive labor expense his work entails; he must be charged with the time of the men employed on his job.

If a workman is on piece work, this, of course, takes care of itself, but if he works for a weekly wage, such time as he spends on a job must be charged to that job.

Any time paid for that is not used on some productive job should be considered as overhead expense.

Let us consider what expenses can be charged to overhead expenses, that is, expenses incurred that are not directly chargeable to a customer.

First, of course, comes Rent, Taxes and Insurance; then Interest on investment (many people forget this item, but it is clear, if one thinks for a moment, that we ought to get, let us say, 6 per cent on the money invested in our business for if it were not there it would be invested elsewhere and earning its 6 per cent for us without any care or work on our part).

Office salaries, expenses for office equipment, stationery, light and heat, etc., are the next group of overhead expenses.

Then we come to tools and general equipment and the expenses for storing, repairing and renewing of equipment and tools, and for the delivery of material to jobs, when such delivery is made by your own conveyances. Where the materials wanted on a job are sent by express, freight, or by special messengers the delivery expense is, of course, charged directly to the job.

Managerial salaries are overhead expenses, as are all advertising and selling expenses.

When a manager divides his time between management and working on a particular job his salary must be divided also. The time spent on the job should be charged to that job and the balance belongs to overhead.

Where the proprietor is also the manager, he should always pay himself a salary and not consider that he has "all that's left over when the bills are paid." He would get a salary if working for some one else, and he should get a salary when working for himself. This salary is an overhead expense, except such proportion as is earned by actual supervision of jobs, which proportion is, of course, charged to the different jobs.

This completes our list of expenses that belong to our overhead or "dead" expenses.

The expenses we have left are Productive Labor, which is charged directly to the jobs, and Materials, also charged to the jobs on which they are used.

These two expenses are chargeable to the customer, plus a percentage to cover overhead and a percentage for profit.

Let us consider our business last year amounted to $100,000. Productive Labor and Materials Expenses amounting to $65,000; Overhead Expense (including Non-Productive Labor) to $25,000, leaving $10,000 (or 10 per cent) net profit on sales.

This means that from every dollar we received we paid out 65c for labor and material, 25c for overhead and the 10c left is our net profit.

Assuming that this year's business will at least equal last year's, and that we must get the same amount of net profit, we can figure as follows in charging out a job.

For every dollar spent for labor and material add 39c to cover overhead expenses, and then add 15c to cover our 10 per cent profit.

Thus, for every dollar spent on labor and material we must charge the customer $1.54.

To prove these figures:

10 per cent of $1.54 (our profit)	15.4c
25 per cent of $1.54 (overhead)	38.5c
	53.9c
Or in round figures	54c

54c deducted from $1.54 leaves $1.00, the cost of labor and material.

If our sales increase, as they should, and our overhead remains about the same, we can reduce our percentage for overhead and still make our 10 per cent profit.

Let us suppose that our business increases so that we are doing just double the business we previously figured on, or $200,000 per year, but that our overhead has remained the same, namely, $25,000.

Are we doing double the quantity of business our labor and material cost will be twice $65,000, or $130,000. Our overhead expense is then 19.2 per cent of the cost of material and labor. This means that to every dollar of material and labor cost we add only 19.2c for overhead, instead of 38.5c, as we previously did. If, then, the cost of material and labor is $1.00, the price to the customer, before adding profit, is $1.19. If we still wish our profit to be 10 per cent of sales price we must charge for the job $1.32. To show how this is reckoned $1.19 is equal to the sales price, after deducting 10 per cent of the sales price, namely, $1.32.

You will see by the above that instead of charging $1.54 for a job we can now reduce the price to the customer to $1.32, and still make the same 10 per cent profit.

It will readily be seen that the house which vigorously goes after business, and which keeps its overhead expenses as low as possible, is able to outbid its competitors without any sacrifice of profit.

Most plumbers could do much more business without any increase of rent or non-productive salaries.

It is this lack of appreciation of what constitutes overhead, and the importance of keeping it down, that causes so many plumbers to accept unprofitable business.

Suppose you accept a job for $12.00 which costs you $10.00 for labor and material. You have not made $2.00 profit, but actually lost $1.00; for when you have added on overhead of 25 per cent on sales price, which would be $3.00, your actual cost is $13.00.

Better be without a job than lose money on it.

The man who argues that if he "didn't take the job someone else would" forgets that overhead has to be paid by the customer, and if a competitor accepts business without allowing for it, he is putting himself out of business.

Let the other fellow take the unprofitable jobs—the more he takes the sooner he will cease to be a competitor.

Make it a rule in your business that every job must carry its own overhead expense burden and produce a legitimate profit for you. By this method only can success be attained.

This article may require reading more than once to fully grasp its significance—but it should be worth it.

⌘ ⌘ ⌘

ADVERTISING—WHAT IS IT?

Value of Entire Truthfulness Therein.

That the old days "when anything would go in advertising" were past was one of the points brought out by Frank G. Macomber, editor of the Hartford (Conn.) Globe, in an address on the advertising art, before the students in the commercial department of the Hartford high school.

Mr. Macomber said in part:

"Definitions of what advertising is are as common as the different sorts of advertising. One man will assert that advertising is nothing but one type of salesmanship; yet salesmanship seems to others to be in its highest and best form the actual completing of deal—the consummation of a transaction in which goods pass and money is exchanged. This the most enthusiastic advocates of advertising will not claim that advertising does. A few days ago I heard one of the closest students of advertising define it as nothing more or less than human nature changed to terms of the printed word.

"Advertising has been described as creating a desire to possess, to buy, a given article; then again it has been described as discovering and making known the existence of a want not before known to exist.

"It may be said to be a tax laid against the goods after they are made and yet extensively advertised goods present the puzzling condition that they are sold cheaper than the average of non-advertised goods; or, to apply this in a slightly different way, the advertised staples have constantly gone down in price.

"When a man places a door plate on his front door, or in the little slot in the letter boxes so common in apartment house hallways, he advertises the fact he lives there; when a man places his name on an office door and couples with it an announcement that he is a doctor, or a lawyer, or a real estate dealer he goes a step further and advertises his presence and what he does. It is no more advertising when one of our department stores announces shoes at $1.98 than it is when the doctor or lawyer hangs out his sign; it is simply advertising carried a bit further and made more complete, more efficient.

"Some of us in the business of dealing with advertising every day feel we have solved some of the problems as to how to advertise and how not to advertise. But then we felt ten years ago that we had solved some of them and since then we have found those things we thought we had solved were entirely wrong—that we were entirely wrong—that we were throwing money away.

"For instance, we at one time thought that advertising to be at its best must be persuasive—in a word that we had to coax the buyer; that we had to convince him it was to his interest to purchase certain wares. We would have never consented for a single minute to the theory that we could order a man to buy. Yet today we have found we can do that very thing, under certain circumstances. Today we have in advertising a well-defined and fairly well practiced branch of advertising if it may be so called of the direct command. A type of the modified direct command in advertising is illustrated in the catch phrase of the Underwood typewriter, which keeps harping upon and driving into our minds 'the machine you will eventually buy.' It is a sort of kid-gloved command, I know, but if you study it a minute you will see it is none the less insistent in forcing upon us a single conclusion, that some day we will buy that typewriter. Repeated to us often enough it becomes a conclusion, a conviction and then action.

"An example of the direct command in advertising is found in the use of the word 'Stop,' most prominently used of late years by advertisers of fire arms. Study the use of that word in bold type at the top of an advertisement and note how hard it is not to obey. But the direct command must be used with care or it will cause more harm than good; it is like any other command—you must know how to give it.

"A phrase of advertising that all are agreed upon is that advertising must be truthful. There was a time when it was thought almost anything would go in advertising. We have found we must tell the truth. I know there is a lot of untruthful and swindling advertising, but you will find that 95 per cent of the advertising men are fighting this sort of thing unrelentingly.

"We have found, too, that the best advertising is the simple advertising; the message of which is most quickly and easily grasped. This is where psychology has come into play. Careful and systematic tests have taught us that in display lines, for instance, 80 out of 100 people will see and catch the meaning of five words, where less than 50 out of 100 will catch the meaning of seven words. I do not mean that 100 average people, given the time, will not read and understand seven words as readily as five words; but that if you will pass around a paper on which is printed five words to 100 people and give each one say 10 seconds to read it that as a rule 80 of them will afterwards be able to give the substance, the intent or the meaning of it, while if you print seven or more words on the paper and treat it in exactly the same manner you will find less than fifty can afterwards satisfactorily tell what they read."—Hartford Daily Times.

Soliloquy

To cut, or not to cut, that is the question.
Whether 'tis not better in the end
To let the chap who knows not the worth
Have the work at cutthroat price, or,
To take up arms against his competition,
To cut—and by cutting put the other cutter
And, by opposing cut for cut, end it.
Out of business—'tis a consummation
Devoutly to be wish'd. To cut—to slash—
Perchance myself to get it in the neck—
Ay, there's the rub; for when one starts
To meet the other fellow's price, 'tis like as not
He'll find he's up against it good and hard.
To cut and slash is not to end the confusion
And the many evils the trade is pestered with;
Nay, nay, Pauline; 'tis but the forerunner
Of debt and mortgage such course portends.
'Tis well to get the price the work is worth
And not be bullied into doing it
For what So-and-So will do it for.
Price-cutting doth appear unseemly;
And fit only for the man who knows not
What his work is worth, and who, ere long,
By very stress of making vain comparison
'Twixt bank account and liabilities,
Will make his exit from the business.

—JOHN HILL.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

THE local papers do not seem to have taken a hint from monthlies and weeklies of large circulation and from class periodicals in the encouragement of holiday gifts of a year's subscription. What a fine present it is, especially to those away from the home town! Of course, there is a possibility that some would not care to send a paper to a friend in a locality where the friend might reason, or they might think he might reason, If I wanted that sheet, I guess I could afford to get it myself! But often a local paper would make a very acceptable gift to a relative or friend that one knows is not a subscriber, but probably for the same reason that many others are not subscribers—they have not been kindly encouraged by means of advertising or any other form of solicitous solicitation.

As to cards that are sent by papers and magazines as an announcement of the gift of a year's subscription, have before me one that the Catholic Standard and Times, of Philadelphia, uses. It reads:

"Merry, Merry Christmas. [This is embossed in gold; evidently a stock card was used.] The Catholic Standard and Times has the pleasure to announce that [here the recipient's name is printed in type] will receive the Catholic Standard and Times each week for one year from date through the courtesy and with the compliments of [here the giver's name is printed in type]."

The composition of this card is excellent, being in Caslon Old Style with the exception of the two names, which are, very incongruously, printed from Linotype slugs of news type.

I feel sure that the pleasure most people have at seeing their name in print would be enhanced in the case of many who are learning to appreciate what's what in typography if there were more uniformity tbout this card. Maybe the paper had the job set by hand and ran in its own slugs, but better have had some Linotype Composition plant cast lines of Caslon in such a case as this, I should think. But anyhow, I like the idea of having the names in type. It's some job, of course; but you're beginning to make new friends.

A Roycroft slip of the same nature is shown as 1. Borders and initial brown, remainder green. Stock, light brown.

When such cards are used, the fact is sometimes advertised to prospective givers by the publication, and a fac-simile of the card to be used is often shown. Other publications make no reference to the card or slip in their advertising, and with a local paper, perhaps it would then come as a more pleasant surprise to the recipient.

GIFT SUBSCRIPTION
Date.....
At the request of a friend we have entered your name for a year's subscription to the ..... Magazine. Each number brings with it the best wishes of
.....
THE ROYCROFTERS
East Aurora, New York State

(1)

It is often good policy to advertise to people who already have the goods. Here is a case

where it seems especially good policy. And the ad—if you would call it such—if it is attractive, and sometimes if it is not—will be kept, and treasured by many of the new friends.

Thanksgiving Typography

Thanksgiving typography calls for consideration at this time as well as the Christmas variety. There is nothing said about Thanks-

While There Is Life
IN PRINTING
There Is Hope
FOR THE ADVERTISER
Every Booklet, Catalog, Folder, Program, Letter Head or Card produced by
McMULLIN WOELLHAF
BETTER PRINTERS
Hedge Bldg. RESULTS! Burlington
QUICK SERVICE ON RUSH JOBS

(2)

giving on the blotter of McMullen-Woellhaf of Burlington, Iowa (2), but there is a suggestion of the period in the humorous cut. So many printers do not seem to devote much care to the typography of a humorous job—but this is not the case with McMullin-Woellhaf! And this blotter is orange and black, on yellow stock, shows how beautiful a humorous blotter can be made without hurting the humor. Puck and Judge, which once seemed to give scant care to beauty, have both changed their practice in these days of serious competition in the humor market, and seem to be holding their own. The orange-tinted "M W" work-mark on this job resembles a jack-o'-lantern, but probably this was accidental humor.

Thanksgiving Cover—Sorry I Can't Show the Color; That's the Chief Charm

I was sorry when the Harris Automatic Press Co. discontinued "Speed," their magazine, though not the speed of their presses, and nothing they have since done in the house organ line seems quite to take the place of "Speed." The covers were different from other covers. Here for instance, is one in a very dark brown and a very light brown, on appropriately tinted stock, which shows a remarkable combination of the effects of crayon, ink, and whose color and lighting gives it a vivacity which altogether has a note of the November woods. It would seem that the effect on the faces that is similar to and yet different from that given through the employment of a coarse screen were obtained by an ingenious use of ross paper without any penciling. The charm of the coloring cannot be reproduced, but a cover like this is always timely in November. I don't know what some of the Puritan matrons would say to Priscilla's ribbons, and I

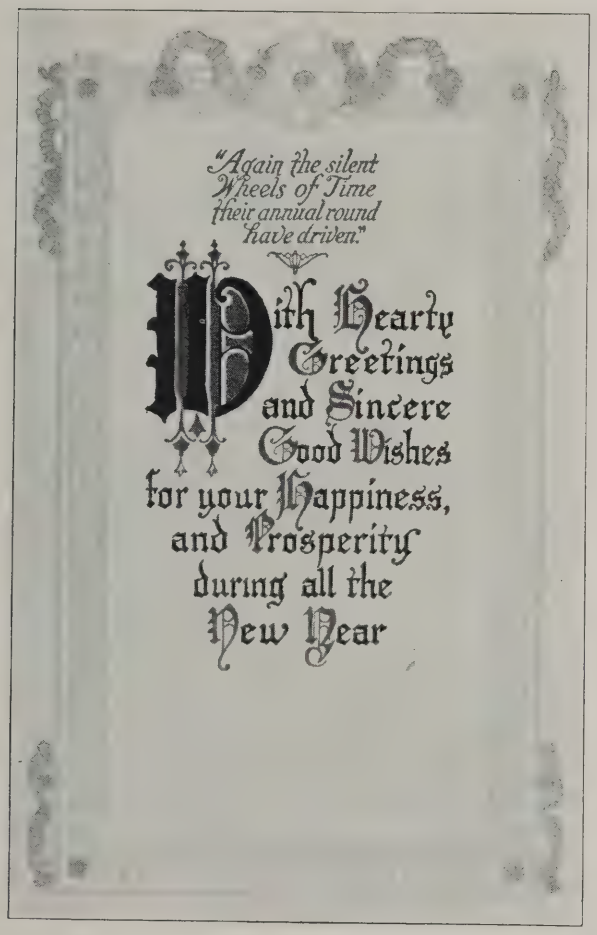
(3)

have my doubts as to whether her rig is the most sensible for wear in the woods. But much of the good artistic effect given by the lighting of the picture would be lost without it.

Is there Sentiment in Business? Cent, I Meant; Sometimes Cent. per Cent. is Sent.

"Centiment in Business" is the title given by Lester P. Winchenbaugh of Boston, Mass., to a book on stock designs for Christmas. Beautiful designs they are, too, the paper, the inks and the lettering all being in a fine harmony.

Good taste is the keynote. But good taste can be employed and still very vivid effects produced. Here (4) on onyx stock—not the onyx which looks like a bar of soap, nor yet that which looks like a slab of green cheese—but the onyx which gives you just a glimpse here and there of the blue of the blue heavens as seen through a white cloud with a glimmer of sun. Now the background of the great initial W on this sheet, the verse and the smaller initials are red, a very warm red, and the outline of the initial W and the "lower-case" letters, if you can call lettering lower-case,



(4)

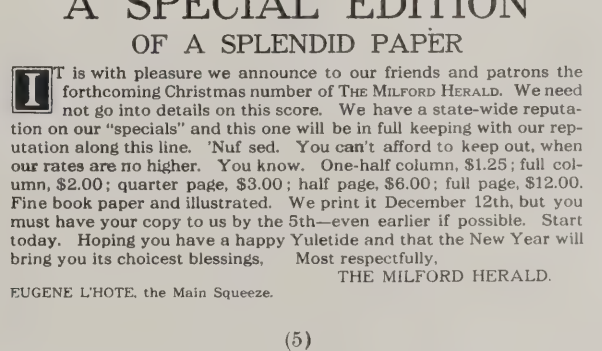
are black. The two heavy bars of the W (with a thin line of white on the left, and the red running into the black to the left of the right bar) are black, as, for that matter, is the rest of the frame of the W. Some of this will no doubt run together in the reproduction, but the red between the two bars, unrelieved by any white, is warmer than a mere "warm"; it is hot; but pleasant as a very hot coal on a Christmas fire. And then there are various other tones of red throughout the job, as there are in a sunset—and not what Whistler termed "a very foolish sunset" at that. Of course, the black is very black, and the red might be very glaring were it not for the disposition of the white (yes, it's a cheerful disposition) and the gray border with ribbons and rosettes of green. There's strength and daintiness for you—a harmonious couple, and a job that will hold the pleased attention.

Do you love Nature? And do you in that love, seek communion with her visible forms, as a great editor and poet intimated that you should? Well, the color of ink and paper is a reaction of Nature, but we seldom consciously think of it as that. But we get a good many hints for our sub-conscious sanctum sanctorum by observance of Nature's stunts in her out door studio. But we confine the term, "Nature" too much. A full realization of Ma Nature's ubiquity would give us better art. The words of one of Lewis Carrol's heroes would seem to apply here:

In summer, when the woods are green,
Perhaps you'll find out what I mean.

Announcing a Special Edition

Here (5) is a post card that should secure advertising and interest for a Christmas paper. It is from the Milford of the many Milfords



A SPECIAL EDITION

OF A SPLENDID PAPER

IT is with pleasure we announce to our friends and patrons the forthcoming Christmas number of THE MILFORD HERALD. We need not go into details on this score. We have a state-wide reputation on our "specials" and this one will be in full keeping with our reputation along this line. 'Nuf sed. You can't afford to keep out, when our rates are no higher. You know. One-half column, $1.25; full column, $2.00; quarter page, $3.00; half page, $6.00; full page, $12.00. Fine book paper and illustrated. We print it December 12th, but you must have your copy to us by the 5th—even earlier if possible. Start today. Hoping you have a happy Yuletide and that the New Year will bring you its choicest blessings, Most respectfully,

THE MILFORD HERALD.

EUGENE L'HOTE, the Main Squeeze.

(5)

in the United States, that is in Illinois, but I didn't know it from the card, the postmark being illegible. The other side of the card has a picture of S. Claus, (or maybe it is Monsieur L'Hote) and the words, "Post Card." It tells you something you ought to know. The reading is red, on tinted stock. Good ad!

The Keystone of Christmas Advertising is Good Typography

There's an appealing freshness about most of the Keystone Christmas cuts. Even their conventional cuts are not over-conventional—just Christmas-conventional. This page (6a) from their little book of "Holiday Types and Borders," shows a very good touch of the simplicity of which they speak in the single line of the Washington face that is given, and which of **itself** makes one think of **Christmas.** It's little things like this that make mightily

effective advertising typography, or typography that has nothing to do with advertising, for that matter. Such ideas have helped Christmas lit-

A little cut quite simple,
A little touch of ink,
Will indicate what's coming
And help your trade to think
—of Christmas

(6a)

erature wonderfully—Thackeray's, for instance; Thackeray apparently giving his mind to the appropriateness of the typography that illustrates some of his work as well as to the

Menu

Christmas Day, Nineteen-fifteen

Grace

Conscience, Clear

Kindness Good Cheer

Tender Memories

Charity, Served with Discretion

Peace Love Truth

Long Life, Stuffed with Usefulness

Heart, Fond and True

Best Wishes for Absent Friends

Sweet Thoughts

Mizpah

(6b)

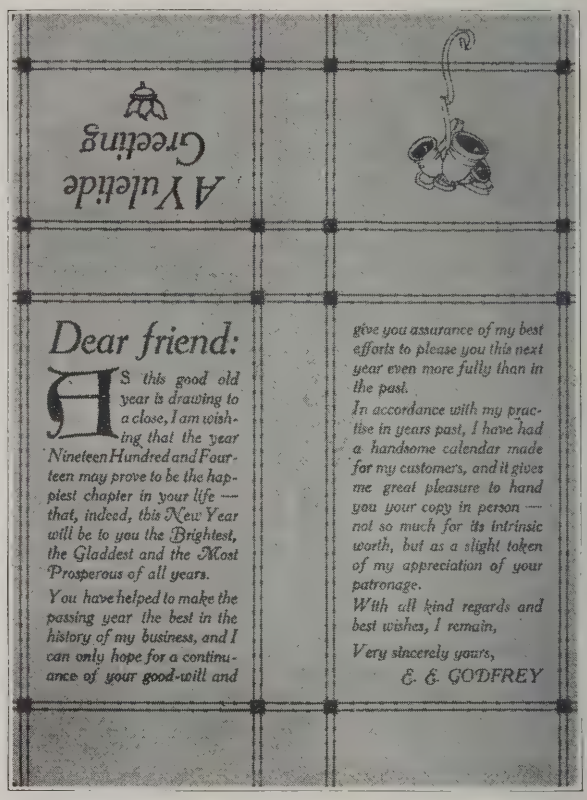
illustrations he himself drew. There was a man who had the Christmas spirit, if anyone had!

Here (b) is a clever "menu" from the keystone's little book. The word "Menu" is red-orange; the remainder green. The Washington face is indeed a handsome one, and appropriate for typography of December 25th, as well as February 22nd, or any other day of the year, including Sundays.

I always think of George Washington and Christmas together, somehow. Guess I read a book on Christmas at Mount Vernon when I was a kid.

Get Them to Let You Get Them Up a Greeting

Many a business man would be glad to have such a folder as 7 to send to his customers. A layout for such a job, with the text, will


A Yuletide Greeting
Dear friend:
As this good old year is drawing to a close, I am wishing that the year Nineteen Hundred and Fourteen may prove to be the happiest chapter in your life — that, indeed, this New Year will be to you the Brightest, the Gladdest and the Most Prosperous of all years.
You have helped to make the passing year the best in the history of my business, and I can only hope for a continuance of your good-will and
give you assurance of my best efforts to please you this next year even more fully than in the past.
In accordance with my practise in years past, I have had a handsome calendar made for my customers, and it gives me great pleasure to hand you your copy in person — not so much for its intrinsic worth, but as a slight token of my appreciation of your patronage.
With all kind regards and best wishes, I remain,
Very sincerely yours,
E. E. GODFREY

(7)

appeal to the second or third man you show it to, if not to the first. So many men really want to do something in this line at the holiday season, but even those who have very decided ideas for an ordinary ad feel that they can hardly arise to such a task as preparing a kindly wish to their customers. So they need to be kindly encouraged by preparing "a suggestion in the way of greeting," and such a suggestion is likely to be gladly taken.

The Rubric Runs in Runic Rhyme

Whether it was last year or several years ago that this page (8) appeared in a booklet of the American Type Founders Company, it is still timely. The rubrical design of crossed

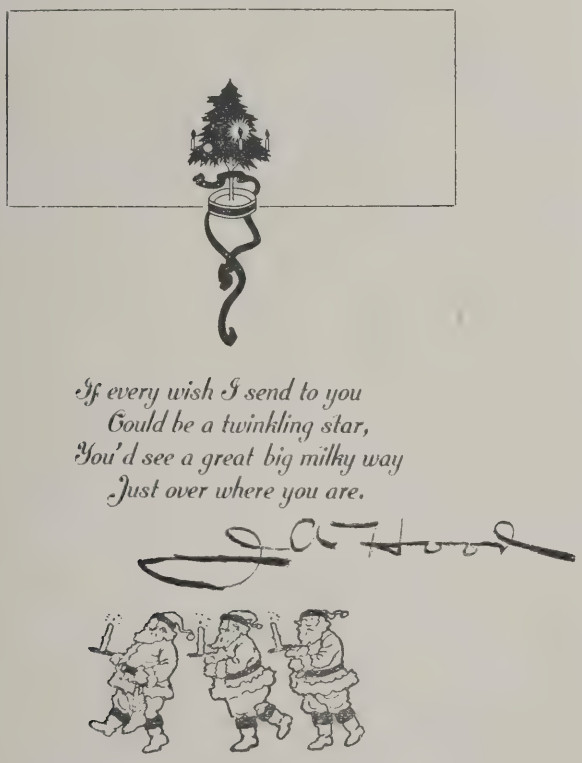
lines is always appealing in a Christmas job.

Brotherhood from Brotherhood

In this card of J. A. Hood of Asbury Park, N. J. (9), the panel and the triple Santa Claus Company are gold, the ornament green and red, the verse black, and Mr. Hood's signature is in gray writing ink. The paper is straw

(8)

color with straws as a water mark. Good paper to use to advertise straw hats or strawberries or to use for straw ballots.



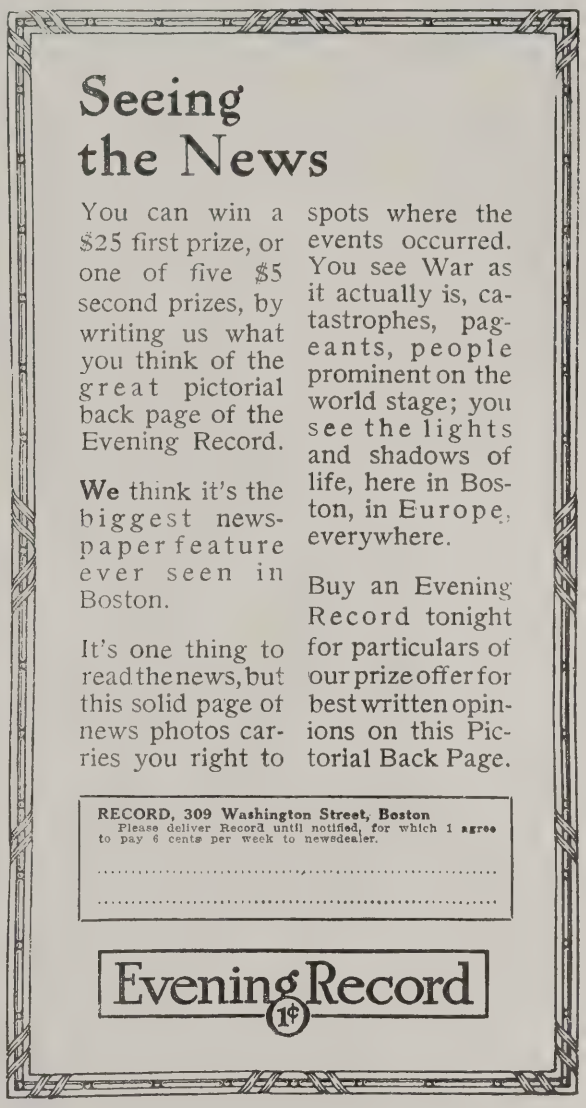
(9)

You imagine the star—it was the restraint of an artist not to put in a star ornament.

"Seeing the News"

The ad of the Boston Evening Record (10), which appeared in a morning paper, is well set in spite of the wrong-font "N," and if the "S" were like it, the effect would be rather pleasingly odd—much better than the Cosmopolitan's ads in which italic initials are more incongruously combined with Roman than is sometimes the case when ths stunt is tried. And isn't that name-plate great, with the 1c in the cent-er?

As to offering prizes for the best articles on a novel feature of a paper, it is splendid


Seeing the News
You can win a $25 first prize, or one of five $5 second prizes, by writing us what you think of the great pictorial back page of the Evening Record.
We think it's the biggest newspaper feature ever seen in Boston.
It's one thing to read the news, but this solid page of news photos carries you right to spots where the events occurred. You see War as it actually is, catastrophes, pageants, people prominent on the world stage; you see the lights and shadows of life, here in Boston, in Europe, everywhere.
Buy an Evening Record tonight for particulars of our prize offer for best written opinions on this Pictorial Back Page.
RECORD, 309 Washington Street, Boston
Please deliver Record until notified, for which I agree to pay 6 cents per week to newsdealer.
Evening Record
1¢

(10)

advertising, particularly when it is advertised—and in the other papers of a city.

"Seeing the News" is a mighty good heading. The movies will get it, if you dontwatchout.

An Imprint on the Inner Consciousness—and the Outer as Well

Novel in its typography is the T N T Imprint, the monthly house organ of Taylor, Nash & Taylor, San Francisco. There is a clear-cut effect about the pages, all set in Old Style Antique, but is it not a clear-cut Old Style Antique than that so freely used in other productions, or do the abundant margins at sides and bottom and high-class presswork give

this effect? Initial words are used instead of initial letters on most of the pages where articles begin, though on the first page (11r) there is an initial letter as well as an initial word. It is a light brown; the rest of the page is black. The page opposite the fine frontispiece is shown at the top of 11b. In the heading,

KEEP ON CLIMBING

EVERY MAN CAN MASTER WHAT HE WISHES TO MASTER IF HE WILL BUT WISH IT HARD ENOUGH ❧ YET HE WHO WORKS BUT WITH HIS HANDS ALONE CAN NEVER BE A LEADER ❧ ❧ WHAT THE WORLD NEEDS IS NOT MORE HIGH-CLASS HAND WORK, BUT MORE HIGH-CLASS BRAIN-WORK ❧ ❧ ❧ ASPIRE TO BROAD IDEALS, TO LOFTY GOALS ❧ THE TOP IS JUST ABOVE; KEEP CLIMBING ❧ BE PREPARED—FOR OPPORTUNITY KNOCKS NOT ONCE, BUT MANY TIMES

(11a)

"A Direct Appeal," a little less space between the first two words and a little more between the last two would doubtless be better with such a Populist A. The printing of the upper and lower pages so that the F runs into the solid matter is pleasing. Panels in which the antique is composed in uneven lines add other notes of immediate interest to this tuneful house-organ.

As to the articles—they are fine! Just the kind of information the average buyer of printing really wants to know, whether he realizes he wants and needs to know it or not, plainly written, and practically. The Imprint is one of those papers that add to an appreciation of the dignity and the usefulness of the work of the job printer.

War Stops a Useful Newspaper

The war has caused the suspension of one ingenious advertising newspaper. That was the Lokal Anzeigrer of Eberawalde, Germany, which used to be issued twice a week. It was printed on one side of the paper only, and carried an advertisement that this was done so that it could be used for wrapping up provisions without contaminating the food by contact with printer's ink. But it is announced that a shortage of paper due to the war has caused it to suspend publication. Probably there is a shortage in wrapping paper as well.

Hope You've All Had Another Good Year This Year

There's a personal note indeed about Brother

THE JUNE ONE THOUSAND NINE [N] IMPRINT HUNDRED & FIFTEEN

PRINTED AND PUBLISHED MONTHLY AT 404 MISSION STREET, SAN FRANCISCO, BY TAYLOR, NASH & TAYLOR

TEAMWORK COUNTS

IF THERE IS NOT A BROTHERLY FEELING AMONG THE WORKMEN, IT IS ALMOST IMPOSSIBLE FOR A PRINTSHOP TO TURN OUT A FINISHED PRODUCT EXPEDITIOUSLY ❧ ❧ ❧ WE HAVE THOUGHT OF THIS IN THE MANAGEment of our shop, and to counteract it have filled our men full of enthusiasm for their work ❧ They have no time for the bickering and "knocking" that is an ever-present evil in poorly equipped plants — shops that do not supply their men with modern tools, machines, text-books, and trade

THE DIRECT APPEAL

TNT Imprint for June 1915

WHAT IT IS AND WHAT IT WILL DO FOR YOU

SELECTING THE FIELD—PART I

THE BASIS OF GROWTH IS SELECTION. THE PINE-TREE SELECTS OUT OF THE GROUND THOSE ELEMENTS IT REQUIRES FOR NOURishment, leaving that which it cannot assimilate; and those it does not need may have the very properties necessary to the life of a grapevine ❧ A cactus could live on a desert, but a fern would die. A goat could survive on a mountain-top, but a dog would perish. The needs of each are different ❧

TNT Imprint for June 1915

A SELLING FACTOR

OF THE NECESSITY OF CREATING THE IDEA OF BUYING YOUR GOODS IN THE MINDS OF MORE PEOPLE IF YOU WISH TO SELL MORE GOODS THERE CAN BE NO ARGUment. We buy largely where we are taught to buy, or where we have been in the habit of buying ❧ If we want a box of candy for our lady love, the thought of some particular candy-shop bobs up in our mind, and without further thought we buy from that store. If we have been lately reading advertisements of some other candy-store, then our intentions are not so clear, the final sale depending upon which store has created the strongest favorable impression on our mind. The ad has broken our habitual thought ❧ As a matter of fact, very little reason is used in buying, some persons going so far as to say that we don't use any; that we buy from impulse or imitation. But whatever the truth may be, we do know that prejudice causes more lost sales than we are willing to admit — and yet we realize that prejudice is antagonistic to reason ❧ That 's why more or less suggestive advertising must be done — goodwill advertising, as it is called ❧ It is not enough to talk about how good our product and service are, and inform the buyer of our location. We must show that people are buying our goods. We must use the law of imitation for our own ends, the law that leads us to run when we see others running, look where we see others looking, buy where we see others buying — crowd psychology, if you think that is a better term ❧ Observe a run on a bank.

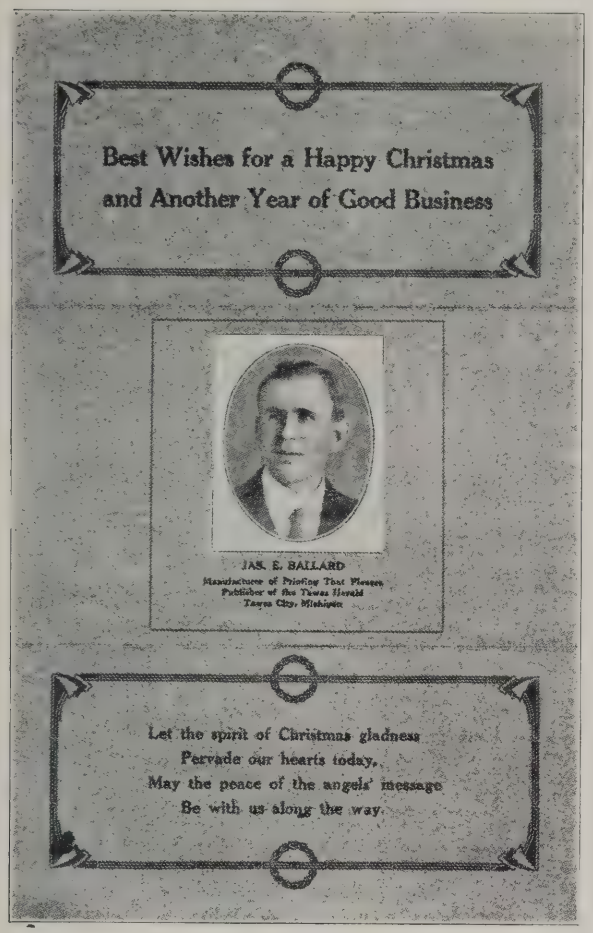
(11b)

Ballard's folder (12) of good wishes that he sent me two years ago—or was it but one?

The Value of Advertisements — Subscribers Should Appreciate It, Too

The following editorial note from a recent issue of the Outlook will be of interest to many, and perhaps to those who read the article on

the value to a subscriber of advertisements in a class paper that recently appeared in this department. It appears to be a new idea to


Best Wishes for a Happy Christmas
and Another Year of Good Business
JAS. E. BALLARD
Manufacturer of Printing Test Pieces
Publisher of the Texas Herald
Texas City, Michigan
Let the spirit of Christmas gladness
Pervade our hearts today,
May the peace of the angels' message
Be with us along the way.

(12)

that broad-minded paper, at any rate as to class journals:

"Read the advertisements," is the advice to its readers given by a monthly journal devoted to office equipment. It frankly says that it regards its advertisements as its most valuable feature. And at least one daily paper in New York might say the same thing. "Of course one buys the ———— for its advertisements," is a remark often heard concerning this daily.

Four Ads and One Advertisement

The Housewife, New York, evidently thought a good deal of their Baby Number. In advertising to advertisers, its advertising manager had several specific points to bring out which surely would not have been so effective had he put them all in one ad as they are in the four simply and splendidly composed ads here shown (13). These ads appeared in Printer's Ink, and were not run in successive issues. No, all the points it was expedient to drive home at once. And the way in which this is done is clever advertising—clever with the cleverness that advertises, and not merely calls attention to its cleverness.

It should be explained that the first two ads took the left-hand column of page 66 of Printer's Ink, and that the other two occupied the right-hand column of page 67. The reading matter between was absolutely pure, even though it gave the news of advertisingdom. Part of one of the pages is torn, or I would have it reproduced to show how well the abundant white space affords a contrast to the two closely set columns as well as to the solid portions of the ads.

"Advancing Backward" and "Inopportunity"

"Advancing Backward" is the only wording on the address part of a mailing folder from the Journal Printing Co., Middletown, O. A very fine folder it is, too—but of that later. And "Advancing Backward" is the thrice-underscored heading on the inside, the only other display in the same heavy type being the name and address of the paper. Why not—"Are You Advancing Backward?" It does not seem well

THERE is only one thing a woman would rather do than talk about her baby. That is to hear somebody else talk about the blessed infant. Every woman is sure that The Housewife's June Baby Number is written with her own baby in mind. Which accounts for the individual attention that it receives.
The HOUSEWIFE
NEW YORK
WHEN you have made a friend of the mother, you have won not only that home but the homes of the future. Women are not easily won away from the brands that mother used. Our June Baby Number will form many habits for the first time
The HOUSEWIFE
NEW YORK
MOST "special" issues deserve quotation marks. The June Baby Number of the Housewife is our only special issue. We repeat: special.
The HOUSEWIFE
NEW YORK
A special issue is generally an organized solicitation upon some specific industry. The only industry which we have specifically in mind for our June Baby Number—is the infant industry. Therefore—
The HOUSEWIFE
NEW YORK

(13)

to couple the name of the paper with this negative suggestion.—Ah!—Honestly, when I wrote the above, I did not note that the two

display lines in small and light type read, "Advancing Backward! Are You?" Still, I believe my head was better. I don't think anyone would take it as an impertinence, or be adversely affected by it as I was by a sign I saw in the window of a tailor shop recently:

YOU NEED A NEW SUIT

Great Scotus—didn't I have one on? And isn't one new suit all a man in one business can afford at a time? And I certainly should not have liked the card any better, if as well, had I really needed and been looking for a suit. But as to "Do You Need a New Suit?" or, briefly, "Need a New Suit?" or, b'gosh. "Need Another New Suit?" I think it would have appealed to some extent.

Inopportune is the delivery of the circular, to receive which at the front door the housewife is summoned by the postman from her work in the third story, or from a panful of dough in the kitchen.

Inopportune is the visit of the house-to-house canvasser who gains audience with Mrs. Smith by fake pretence, representing himself to the servant at the door as a social caller, after having obtained Mrs. Smith's name from the next-door neighbor.

Inopportune is the appeal of the glaring poster which affronts the consumer by associating the name of the goods he is asked to buy with an atrocious defacement of otherwise agreeable surroundings.

The newspaper appeal, on the other hand, is always opportune and never importunate. Don't confound advertising inopportunity with advertising opportunity. There is an opportunity 365 days in the year to approach every consumer with tact and conciliation, and easily to convert him into a buyer and an enthusiastic "booster"

'TWAS the n. b. Christmas and the tired Chancellor had gone to bed. The Kansas Natural in the furnace was getting ready to go out as the merry, merry Yuletide came in. Billy Morgan's bellicose mouse shivered with the cold.
Just as the thermometer clicked off another degree in its revision downward, the telephone rang. Unwinding his 6 ft. 6, the Chancellor put on his bathrobe and slippered down the hall.
It was a reporter who wished an interview on the mill tax.
"Tomorrow morning—," started the Chancellor, but the reporter broke in. "Tomorrow will be too late," he pleaded.
So the Chancellor, trying to draw his feet up into the bathrobe, patiently explained and re-explained the mill tax from soup to nuts.
"What paper will this come out in," asked the Chancellor, after the reporter had thanked him and wished him a Merry Christmas.
"Oh," replied the young man, "this is not for any newspaper. It is only an exercise for my journalism professor."
And here's wishing you a M. C. and a H. N. Y.
Merle Thorpe
MALOY

(1a)

As to the folder, it is beautifully printed; the aluminum ink is splendidly readable on the chocolate stock. And there are some good hints to merchants as to why they should use the columns of the Journal.

I don't object to the title, "Inopportunity, the Business Killer," in a circular of the Philadelphia Record. It does not have the sort of negative suggestion that would imply that the Record was inopportune. And hear the argument—it is certainly good:

A great deal is said and written about selling opportunities, and perhaps not enough about selling inopportunities.

Inopportune is the call of the solicitor who worms his way into the private office of the business man by strategic dealing with the doorkeeper, and tries to sell him something while his mind is occupied with other matters.

Inopportune is the delivery of the circular, to receive which at the front door the housewife is summoned by the postman from her work in the third story, or from a panful of dough in the kitchen.

Inopportune is the visit of the house-to-house canvasser who gains audience with Mrs. Smith by fake pretence, representing himself to the servant at the door as a social caller, after having obtained Mrs. Smith's name from the next-door neighbor.

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The newspaper appeal, on the other hand, is always opportune and never importunate. Don't confound advertising inopportunity with advertising opportunity. There is an opportunity 365 days in the year to approach every consumer with tact and conciliation, and easily to convert him into a buyer and an enthusiastic "booster" for your goods, by telling him your story through the daily newspapers.

It should never be forgotten that old customers, old subscribers, are—or should be—at least as valuable as new ones.

A Christmas card that tells a really good Yuletide story with text and picture is a novelty. This is such a card (1a). This mailing card comes from Merle Thorpe of Lawrence, Kans. It is in black and green and red, the vividness of the red on the checkerboard bathrobe giving the extra touch of humor. Oh, there is, indeed, humor in color, and well did Zim (Eugene Zimmerman) know this, as is more clearly shown in his original comic paintings than in the reproductions of them that appeared in the old Judge. And well did the man who printed this card know it. I cannot believe that the delectable coloring of that "bawth-robe" was

an accident. If it was, it was just one of those apparent accidents that a genius is always achieving.

Now, please reproduce that card large enough, so that all who are interested in the making of newspapers can read the story of the chancellor of the Kansas University. If it's an old story, so much the better, so long as it's a good one, at this season of good old tales.

Speaking of Kansas—

I frequently do, of course, but I don't know that I ever "told to you" that a veteran Kansas journalist "told to me" that the name was really and truly originally Kausas, but that the u was taken by a compositor for an n,

(2a)

and that that was what was the matter with Kansas.

The compositor always gets blamed. But I, though one of his greatest victims, know he could have much to say in extenuation of his crimes. He should be thanked for "Kansas"—he and whoever made his "u's look like "n's." There are many like him—or her.

Some advertisements say too little; others too much.

A folder from the Hague—the Hague who peacefully prints the Eaton Herald—gave New Year's Greeting to absent friends two years ago. It is in two colors, is well whited out, and is shown as 2a and b. Better read it—it is a fine idea to tell the absent friends that not only the paper but all the other home folks wish them well wishes for their well-being, and would like to hear from them through the columns of the home paper. It's a splendid annual feature of a paper—and in fact, would be much appreciated if it was given oftener. But it's like other good things that are good at any time of the year, but perhaps a little better now than at any other time.

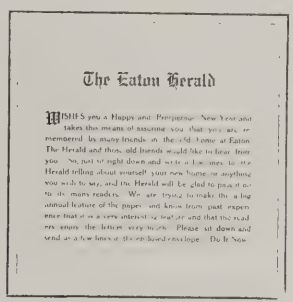
If you want a thing well done, get the right man to do it, and see that he does it right.

Judging from the approval given the Steinway piano style of ad in an article on Quality in Advertising recently written by an advertising agency man for Printers' Ink, the Eaton Herald announcement (2b) has Quality—the "quality" mentioned seeming to be a sort of superior dignity such as that supposed to emanate from "the quality." Here it is not too "unqualified stiff" to offset the heartiness of the holiday appeal to old friends.

Make your advertisements interesting to those you want to interest. And they will be read!

"Read Every Word"—Nixy, We Need Our Eyes

A beautifully composed blotter is that of the Fruit Grower and Farmer, printers, de-



(b)

signers, engravers and publishers, of St. Joseph, Mo. The blotter is 3½x8 inches, and has a tasteful border. On the left is a fine cover design, with the caption, "Reproduction of Catalog produced by us for the Sunkist Farms, C. Moore and Son, Kellerton, Iowa. Read Mr. Moore's Letter." On the right is a reproduction of the long type-written letter signed by Mr. Moore. In the center, in type made especially attractive by its superb gradatory composition and a use of color that has distinct advertising force, the reader is especially instructed to "Read Every Word" [18 point] of this letter [14 point taking half the next line, before the 12-point words "which came"—part of a convincing sentence]. The panel containing the finely-reproduced letterhead is only 2¾ inches high, and though I can read it without a reading glass, which I do not have on hand, I am going to save my eyes for the movies. There's a "direct command" that would hardly be heeded even if She-Who-Must-be-Obeyed haggardly rode out of Rider Haggard's book

to enforce it; for most people do not have so good eyes as mine in this trying age. But those who tried to read it would probably not finish it. It is a unique blotter, but if persons are asked to read every word of something in an advertisement, the task should be made easy for them. But it's a beautiful blotter!

Good Advertising has not only improved the Christmas spirit, but has helped to make it possible the year around.

A Local Christmas Advertising Cartoon

When the Advertiser of New Canaan, Conn., installed a Linotype at Christmastide, the new

(3a)

dress of the paper was embellished by this cartoon (3a). Such pictures as this are good features, and have a news as well as an advertising value.

The Specific Reference is a prime factor in literature, in journalism, and in advertising. The Glittering Generality does not assay so high.

Atmospheric

In the bright lexicon of Advertising the word Atmosphere has found an abiding abode. The Paper Mills' Company, of Chicago, sends a sheet of buff linen-finish Saxon bond with this captioned picture (4a) on the right lower corner of the reverse side of the sheet. It just fills one-sixth part of that side—that is, it is on a double flap of the triply-folded paper. The cloud is of a buffier buff than the stock, the bird house and the birds that have their place in the sun are red orange, and the other details and the lettering are fawn with a glossy coat. On the other side is this composition (4b) in the fawn and the orange. The y and circle—not the Strathmore thistle; the ornaments, including the dashes after "or," and the B are orange, and there is much atmosphere "all 'round, all 'round." On the left at the bottom of the sheet is the more prosaic part of the advertisement. There is something very airy about this circular and its Saxon lettering. This seems to be a more successful rendering of the spirit of the early Saxon artists than that

(4a)

obtained, after much suggestion by many artists, by the manufacturers of the "Saxon" automobiles.

ATMOSPHERE
OU MAY OR MAY NOT BE ABLE TO DE- FINE THE WORD ATMOSPHERE BUT YOU'LL IN- STANTLY REC- OGNIZE IT IN LETTERHEADS PRINTED ON-
SAXON BOND
IT'S A STRATHMORE QUALITY PAPER

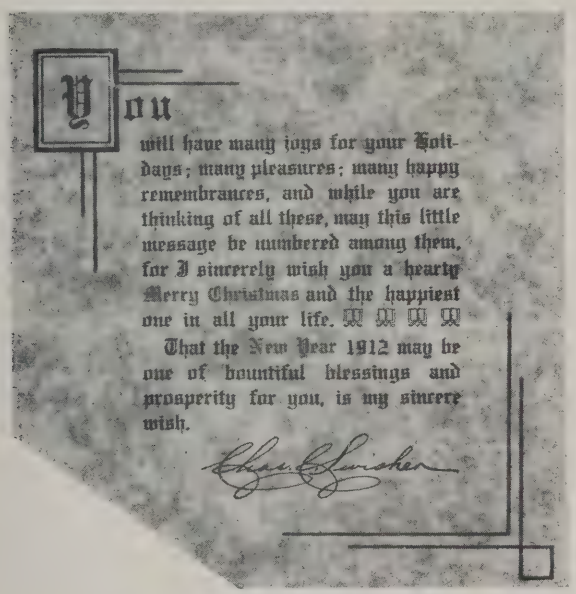
(4b)

Ever notice how the advertiser who is the most economical in buying space is sometimes the most lavish in furnishing copy?

Swisher, Well-Wisher

This (5a) is, I believe, the first attempt that a once widely known—a world-widely known—cartoonist and art instructor, Charles C. Swisher of Scranton, Pa., ever made in typographical design, at which he has become highly proficient since 1912, doing the advertising work for a great bank, and for the company of which he is manager. Whatever Mr. Swisher did, he put his heart into, and even his printed wishes could be relied on as being intensely sincere. His advertising work is highly original and the originality is good.

The blotter is in several colors and gold on harmonious stock. The words "Merry Christmas and "New Year" are red. William Morris, of whom Mr. Swisher is an ardent admirer, used to say that Old English should never be leaded or spaced between the letters, but in this case perhaps even William Morris would wink at the You, if he was told it was absolutely necessary to display it in this manner. A good many good printers do not allow themselves to be bound by the dicta of even such an authority as Morris. He was one of those who, being themselves artists of a high order, never did anything that would have possibly offended the earlier masters. Elbert Hubbard owed much to Morris, as he freely acknowledged, but some of the stunts he and his compositors did with a free rendering of the


You
will have many joys for your Holidays; many pleasures; many happy remembrances, and while you are thinking of all these, may this little message be numbered among them, for I sincerely wish you a hearty Merry Christmas and the happiest one in all your life.
That the New Year 1912 may be one of bountiful blessings and prosperity for you, is my sincere wish.

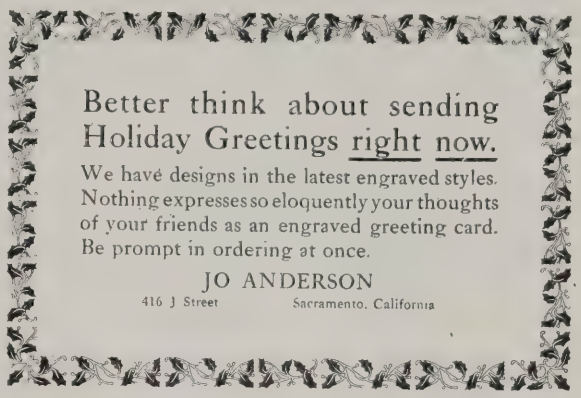
(5a)

Morris inspiration must have made the Englishman turn in his sepulchre. But Fra Elbertus, though some historian, was never convinced that all Earth's glory was the Past's. And the Roycroft designs had pep!—a quality lacking, somehow, in the work of typographers who kept closer to artistic canons.

There was a real bow, and a seal at the left of this design, but a reproduction would not do it justice ,as Mr. Swisher knows, for he is a man who of all art teachers I have met, seemed to know the most about teaching the art of drawing for reproduction.

A Snappy Holiday Reminder

I don't know just at what time in advance of the holidays Jo Anderson sent out this suggestion (6a) printed in green on a buff slip. (How restful, after so much red and gold!) Evidently the ad is meant to induce folks to do their ordering quick! "Be prompt in ordering at once" bears some resemblance to this no-


Better think about sending
Holiday Greetings right now.
We have designs in the latest engraved styles. Nothing expresses so eloquently your thoughts of your friends as an engraved greeting card. Be prompt in ordering at once.
JO ANDERSON
416 J Street Sacramento, California

(6a)

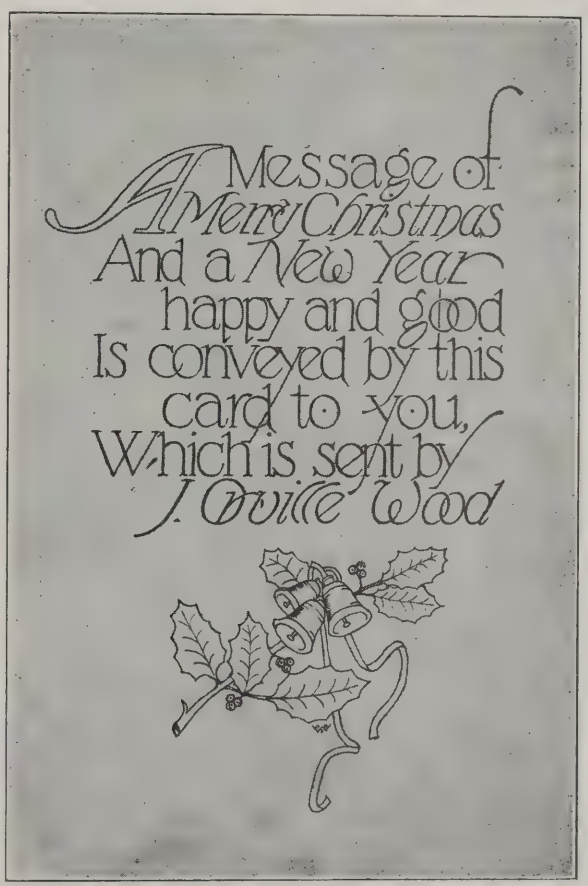
tice on the slip-boxes of the Boston Public Library:

"Please report any unusual delay at once."

Customers who are disappointed become dissatisfied. Dissatisfaction frequently leads to withdrawal of custom.

Touches of Personality

The genius of J. Orville Wood, instructor of



7a

printing in the East Technical High School, Cleveland, Ohio, is versatile. This was shown to N. P.-J. readers in former years, and is fur-

ther evidenced by this example of his lettering, sketching, and good fellowship (7a).

There is something distinctly fascinating to those who, with Peter Pan, believe in fairies and their fellows, in the monthly suggestion-calendars issued by the Keystone Type Foundry. I thought I was fairly well up on the physiology of fairy folk all, but blest if I know

Suggestion for a Small Blotter
Monthly Calendar
KEYSTONE TYPE FOUNDRY
JANVARY
1914
S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

(8a)

at this writing what those knobs on this red-jacketed gentleman's head are (8a). Will have to ax the children.

Neither in your text nor your pictorial advertising use illustrations that do not illustrate.

Its Own Business Medicine

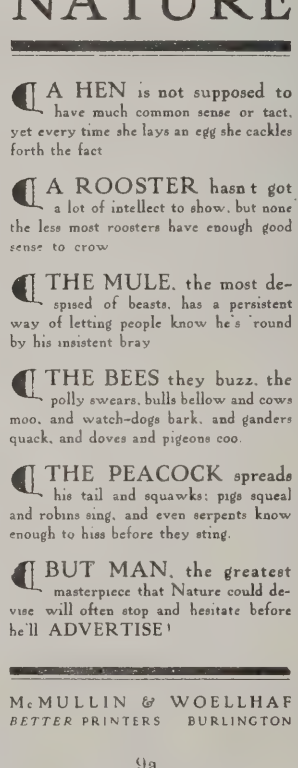
The advertisement of its stationery in the Tomah (Wis.) Monitor-Herald is a well-composed advertisement, the type chosen being in harmony with the lettering on the illustration, which is suggestive of many forms of good stationery. It is good advertising.

The Chicago Tribune in its latest ad says: "It [the Tribune] has built up its great success through taking its own medicine. Apropos, this quotation in referring to the Tomah Monitor-Herald and its stationery? Surely. It would be even more apropos if this paper uses its stationery to advertise its stationery. And I suppose it does. But hold! "The World's Greatest Newspaper" (as the Chicago Tribune modestly terms itself) is referring to the space it uses in trade papers and other daily newspapers. But it uses the Tribune as well.

If an employer teaches those he employs to deceive the public, he need not be surprised if they learn to deceive him as well.

Ever Try Your Hand at Walt Masonry?

There are a few rhymes of a comic nature on the subject of advertising that seem perennially popular. One of these is that which is generally nameless, but which on the blotter of McMullin & Woellhaf here shown (9a) is headed "Back to Nature." No doubt some of the theorists in the science of advertising could write columns to prove that the use of such a verse in an advertisement is not good advertising, despite its popularity with editors. But surely the most practical of these theorists with their theories of practicality would see how good an advertising use of it the Better Printers of Burlington have made of it. For they have made type talk (and that is the business of advertising printers) and also to cackle and buzz. The stock is gray, and the paragraph marks and the rules are a very rich brown. The rest of the composition is very dark—exactly what color is not clear in this light—but it all harmonizes well in this light, and probably in any light. But the composition surely gives added life to that lively little poem, so the probable thought of the advertiser would be, What Couldn't those Better Printers do with a real advertisement! And if this is


BACK TO NATURE

¶ A HEN is not supposed to have much common sense or tact, yet every time she lays an egg she cackles forth the fact

¶ A ROOSTER hasn't got a lot of intellect to show, but none the less most roosters have enough good sense to crow

¶ THE MULE, the most despised of beasts, has a persistent way of letting people know he's 'round by his insistent bray

¶ THE BEES they buzz, the polly swears, bulls bellow and cows moo, and watch-dogs bark, and ganders quack, and doves and pigeons coo.

¶ THE PEACOCK spreads his tail and squawks; pigs squeal and robins sing, and even serpents know enough to hiss before they sting.

¶ BUT MAN, the greatest masterpiece that Nature could devise will often stop and hesitate before he'll ADVERTISE!

McMULLIN & WOELLHAF
BETTER PRINTERS BURLINGTON

9a

true, and pat it is, if 'tis true, 'tis good advertising.

About this time a year ago I received a letter from a printer who wanted to know why a grocery ad that he enclosed paid, while other ads which quoted similar prices, and which he sent me later, at my request, did not pay. I believe it was because of the clever introduction of New Year seasonableness into the ad that paid, although the prices were not bargain prices. That seasonable advertising pays, even though it be not gift advertising, is becoming more and more evident.

Facetious, Yes. But Shows the Printer Has an Idea of Color

A New Year blotter of the Rice Press of Flint, Mich., sent a blotter with a verse on it at the holiday season. This is the verse:

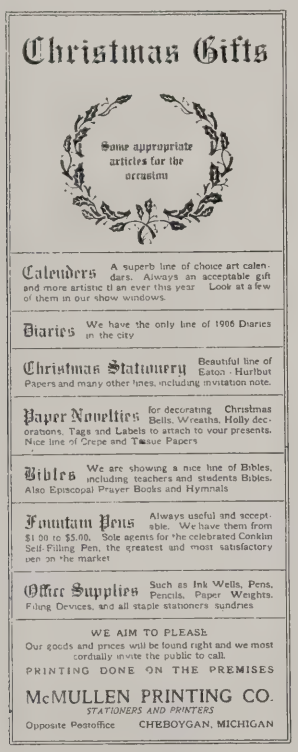
A HAPPY NEW YEAR

Times have improved where'er you may look,
So we feel encouraged to get out our check-book.
As a present for New Year's, we can't send a lot,
Still, we'll send you this check—
It's the largest we've got.

After the word "check" there is a strip of checked muslin pasted. Too frivolous? Oh, not at the merrie season, surely. And the job is really beautiful—the beauty being especially due to the composition, part of which is the placing of the "check" in a place where it looks well, and part to the admirable harmony of the colors of inks, stock and cloth.

A Circular

Here (10a) is a circular that will prove sug-


Christmas Gifts

Some appropriate articles for the occasion

Calendars — A superb line of choice art calendars. Always an acceptable gift and more artistic than ever this year. Look at a few of them in our show windows.

Diaries — We have the only line of 1906 Diaries in the city.

Christmas Stationery — Beautiful line of Eaton-Hurlbut Papers and many other lines, including invitation note.

Paper Novelties — for decorating Christmas Bells, Wreaths, Holly decorations, Tags and Labels to attach to your presents. Nice line of Crepe and Tissue Papers.

Bibles — We are showing a nice line of Bibles, including teachers and students Bibles. Also Episcopal Prayer Books and Hymnals.

Fountain Pens — Always useful and acceptable. We have them from $1.00 to $5.00. Sole agents for the celebrated Conklin Self-Filling Pen, the greatest and most satisfactory pen on the market.

Office Supplies — Such as Ink Wells, Pens, Pencils, Paper Weights, Filing Devices, and all staple stationers' sundries.

WE AIM TO PLEASE.
Our goods and prices will be found right and we most cordially invite the public to call.
PRINTING DONE ON THE PREMISES
McMULLEN PRINTING CO.
STATIONERS AND PRINTERS
Opposite Postoffice CHEBOYGAN, MICHIGAN

(10a)

gestive, though it was probably made in a hurry, as it is not perfect from an advertising, a printing, or an orthographical viewpoint, as McMullen jobs generally are. But it has an individuality of charm, for a' that, and will prove suggestive. I made that remark above, did I? Well, I'm not Shakespeare; to get my ideas across I sometimes have to repeat. Two colors on this job; you know what two.

"Clean Advertising"

The Montreal Daily Star issues a booklet entitled, "Clean Advertising," which is a good example of clean typography. It gives letters from leading physicians of Montreal relative to the omission of objectionable medical advertisements, and from leading clergymen as to the exclusion of these and many other objectionable announcements. "The Montreal Star," says the booklet, "has on file a scrapbook containing clippings of advertisements which have been refused publication in the Star for various reasons, representing a money value of tens of thousands of dollars. If it were possible to overlook the obnoxious character and depraving influence of the hundreds of advertisements represented, the exhibit might be found interesting as an evidence of the vast amount of money spent on spurious articles by an innocent, careless, or too credulous public.

"As it is, this rapidly growing collection of clippings forms the strongest sort of indictment against those firms which are permitted by law to carry on their nefarious business, and against those newspapers which have published and continue to publish their objectionable advertisements."

Alas! it is not "the strongest form of indictment," for it does not legally indict. But that such action on the part of a paper, together with agitation in its editorial columns toward a clean sweep of the fakes and fakers, will ultimately have the desired legal results, is most probable.

A Modern Advertisement

The Commonwealth Press of Worcester, Mass., issues a series of blotters describing and depicting "A Modern Printing Office." They are examples of dignified modern publicity, and each has a very fine halftone of some part of the Press plant, which seems anything but a "dingy labor field." The halftones are in a black that looks like offset work, and the composition is gray; the stock is white. Just such simple details give this series an individuality in the blotter line. Here is the description on the blotter showing a cylinder-press room:

In the Cylinder Press Department on the sixth floor of the building, nine machines of various sizes, taking sheets from 22x32 inches to 41x52 inches, are operated. All of these presses are driven by individual motors as are all the machines in this plant. [There's more individuality for you. H. A. W.] Some of the presses are equipped with Automatic Feeders, which make for speed on press-work, and all have Electric Neutralizers for overcoming trouble caused by static electricity in paper stock.

Such things are of interest to the public; and even though the interest is a monetary one, the idea has time to get home that the Commonwealth Press is a modern print-shop. Even if

the blotter is not all read at first, it has a refined look that will probably do considerable even in a blotter age toward having it retained for service.

Daylight for the Particular Jobs

Rogers & Hall Co. of Chicago advertise "Night and Day Service. Quality work handled by daylight only." A good advertising point there, though "quality work" is possibly not the best expression to use by printers whose work all seems to have a quality note, whether it was done by night or by day.

May it be with you, friends and readers of the National Printer-Journalist, as with him of whom the prince of Christmas story-tellers wrote:

"And it was always said of him that he knew how to keep Christmas well, if any man alive possessed that knowledge. May that be truly said of us, and of all of us! And so, as Tiny Tim observed, God Bless Us, Every One!"

(For Dickens, like Carlyle and Charles Reade, and other famous authors, had a knowledge of Display.)

Proof of a Santa Claus

A good many years ago there appeared at the Christmas season an editorial in the New York Sun that was naturally but wrongly attributed to the able literary man and human-interest editor, who was its editor at the time—Charles Anderson Dana. The editorial was inspired by the letter of a little girl, who asked one of those questions that are current in an age of doubt—"Is there a Santa Claus?" And how well Frank P. Church of the Sun editorial staff answered this question will appeal to all who read this piece of true literature. If you have read it before, you will read it again; if you have not read it, you are advised to make its acquaintance. The editor of the leading daily newspaper in a city of over one hundred thousand population tells me that he has printed this editorial each Christmastide since it appeared in the Sun, and is going to reprint it year after year so long as he is on the paper.

I feel sure that many of the editors who read the N. P.-J. will be glad to have this article at hand in order to reprint it in a holiday edition. Possibly no idealistic literature that has won its author the Nobel prize was a greater masterpiece than this little article, that so fortunately escaped the oblivion in which so many splendid newspaper articles are shrouded, and will, let us trust, live as long as Santa Claus.

In the Ladies' Home Journal of December, 1903, there appeared a full-page article written at the request of the editor of that periodical by that fine, practical idealist, Jacob A. Riis. A little boy had written: "Is there a Santa Claus? My father says not," and Mr. Riis replies: "No Santa Claus? Yes, my little man, there is a Santa Claus, thank God! Your father had just forgotten. The world would indeed be poor without one.

"Santa Claus is the spirit of Christmas."

Doubtless, Mr. Riis had read the New York Sun article, and "had just forgotten"—for certainly none who knew Jacob A. Riis would accuse him of plagiarism. In fact, a great deal of what is termed plagiarism is not even through an unconscious remembering—it is simply the product of a common inspiration.

And Mr. Riis wrote a very entertaining page for "children of all ages" (I presume that is a quotation), and his remarks imbued with the true philosophy of Life now and forever—which is Love.

Virginia's address was in the editorial, I believe, but was not on the only copy I could find after searching Boston over. For there was a Virginia. The letter was not a clever advertisement, but it showed the influence of a newspaper's advertisement on the mind of a little child:

IS THERE A SANTA CLAUS?

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:—

Dear Editor: I am 8 years old.
Some of my friends say there is no Santa Claus.
Papa says, "If you see it in The Sun it's so."
Please tell me the truth; is there a Santa Claus?
Virginia O'Hanlon.

Virginia, your little friends are wrong. They have been afflicted by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little.

"In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childish faith then, no poetry, no romance, to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies. You might get your papa to hire men to watch in all the chimneys to catch Santa Claus, but even if they did not see Santa Claus coimng down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders that are unseen and unseeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

A Merry Christmas—and a New Year of Good Business to Our Readers, Every One!

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SOME NEW THINGS ABOUT COLOR.

That color, like music, can be accurately recorded was made plain by Professor A. H. Munsell at the National Arts Club, New York, the evening of October 27. Mr. Munsell's address was given under the auspices of the American Institute of Graphic Arts before its members and invited guests. The audience was a large one and the address was so well received that the meeting will go down as one of the notable affairs held by the Institute. Professor Munsell opened his talk by calling attention to the fact that seven centuries ago Pope Gregory said in effect that music should be memorized for the reason that a record of sounds could not be preserved in any other way. Since then, as we all know, it has been found possible to record sounds and perpetuate them by the written and printed methods familiar to all of us. Until a short time ago Pope Gregory's opinion as to music had been applied by all of us to color, but that the attitude was wrong Professor Munsell then proceeded to demonstrate with his various charts and devices. He pointed out in the beginning that color could do three things: (1) Deceive the eye, (2) Fascinate and hold the eye, and (3) Arrest the eye. In the third rating he placed the bright colors used on modern poster art.

The speaker began by holding up as a fallacy the old notion that red, yellow and blue comprised the primary colors, and by means of a revolving wheel showed that red, yellow and blue did not merge into a neutral gray, as they should if they were real primaries. He then demonstrated that neutral gray could be produced by the true primaries: yellow, red, purple, blue and green. While it is economical to use the three-color primary theory for printing, color effects more true and pleasing would result with five printings of the real primaries.

Color complements should balance in strength, as on a Persian rug. Unbalanced color is startling, as on some of the modern poster work. It is not necessary to maintain a perfect balance at all times, but the user of color should start from the balance point and determine what degree of unbalance the color will bear. It was noted that colors on white background do not seem to have the brilliancy that is present when colors are on a black background.

Professor Munsell interested his audience in the practical application of his method of color notation by telling how he had made a record of the colors in a European sunset and how an American artist using the Munsell method had sent instructions across the continent to his printer as to the colors to be used in printing a poster. The speaker was frequently applauded and heartily so at the close of his address.

Under the auspices of the American Institute of Graphic Arts there was held at the National Arts Club, November 3 to 10, an exhibition of contemporaneous wood engravings which include specimens of the work of Timothy Cole, Wm. Baxter Closson, Arthur W. Dow, Stephen G. Putnam, Rudolph Ruzka, William G. Watt, Henry Wolf, and others. The exhibit was opened by a dinner of the Institute on the evening of November 3.

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ANSWERS TO PRAYER AIDED BY PUBLICITY

Prayer has been defined as "The Soul's sincere desire spoken or expressed," but publicity often aids the securing of a prompt answer, where human agencies can help.

Edna K. Worley writes in the Des Moines, Iowa, Daily Capital:

"One of the wisest men I ever knew was an evangelist. I heard him only once, but he made a strong impression on me. He was talking about the efficacy of prayer. He said the Lord always answered prayer, and always provided for those who believed in prayer. He said that at the present moment he was sadly in need of a new suit of clothes, but felt that his money should go to the poor instead of being spent for clothes.

"He needed a good, warm business suit, he said—a dark gray, made in a certain style that he had seen in So-and-So's tailoring establishment, was just exactly what he ought to have. He had often stopped there to admire it, and at present it seemed beyond his reach; but he knew the Lord would provide, and rested content in that knowledge.

"At the close of the meeting three business men and several hysterical women came forward and expressed their willingness to act as agents of the Lord and next day the tailor himself called on the evangelist and begged him to accept free gratis for nothing the suit he had so longed for."

"It was a good 'ad' for the tailor," I mentioned.

"I understand he reaped a rich harvest," said my friend the Business Woman. "Advertising pays, all right. You can't get anywhere these days without judicious advertising."

The Pharisees of old were condemned, not for public prayer, but for untruthfulness, fraud and hypocracy in advertising themselves as righteous. They professed to be worshiping God, when they were seeking only "to advertise themselves as possessing piety which they had not, and to cheat the people with their false pretentions.

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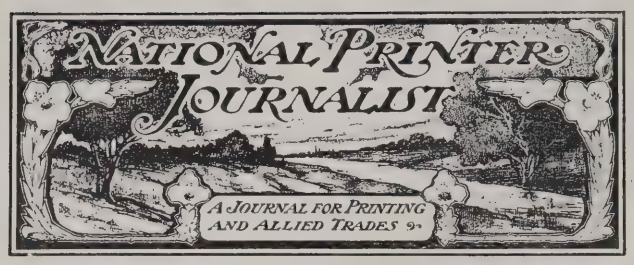
UNIVERSITY WOMEN ACT AS BIG SISTERS.

Fifty-four small girls in Madison have been provided with "big sisters" among the women attending the University of Wisconsin. The work is under the direction of the truant officer of the city schools, who finds the little sisters who need care. They are not delinquents or cases parolled from the juvenile court, merely girls in need of a good friend who will bring them wholesome outside influences.

The Big Sister plan has been in practice in Madison since 1910, and has been so successful that university girls organized over a year ago as an auxiliary to the city organization.



RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice at Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

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Advertising Rates promptly furnished upon application.

CHICAGO ILLINOIS, DECEMBER 1915

Announcement

THIRTY-FIRST ANNUAL CONVENTION

National Editorial Association

Hotel McAlpin, New York City, N. Y.
June 19, 20, 21, 1916
(Monday, Tuesday and Wednesday)
Two Sessions each day. Evenings given over to Sight Seeing

June 22, 23 and 24th
(Thursday, Friday and Saturday)
Sight Seeing, Coney Island, New Jersey Coast Resorts, New Haven and Hartford, Conn., closing with side trip to Luray Cavern, Va., to Washington, D. C., Annapolis, Md., Gettysburg, Pa., and other points.

LEE J. ROUNTREE, President.
Georgetown, Texas

GEORGE SCHLOSSER, Secretary
Sioux Falls, S. D.

Americans, and the American newspapers, that represent the social, commercial and political and industrial life of all the people, have good reason for rejoicing in this Christmas-time of 1915. The blessings of our Christian civilization are beyond numbering. Peace, plenty, and above all, the Christian spirit of human sympathy and helpfulness, everywhere abound. The newspapers are leading in active plans of benevolence for the systematic provision of substantial aid wherever aid is needed, so that no home, no family, no child shall be neglected, or go unreminded of the Great Gift from Heaven, that through the ages has stirred human hearts, by way of remembrance, to love, sympathy and thoughtful care for their fellow men. Endless are the reasons for joy and the joining of hearts and the stirring of minds and lives to reach out for the higher, ennobling ideals of purity, justice, liberty, and humanity, of the Fatherhood of the One Great All Father and the kinship and brotherhood of all mankind.

Yet, all our joys must be tinged with sadness by reason of the World War, in which the great, nominally Christian nations of Europe are involved. On the surface there would seem to be nothing Christian about the war or its conduct, and one would conclude that the leading Christian nations of Europe had apostacised. Yet Christ declared: "Think not that I came to send peace on earth; I came not to send peace but a sword." Love for and devotion to the rights of men, as well as ignorance, selfishness and wrong ideas of government and narrow views of national rights—as against the greater rights of mankind—cause the drawing of swords. Wrongs perpetuate wrongs, and, through the eternal principles of retributive justice, nations must suffer for the sins of the past. The wiping out of the Boer Republic in blood, and the extension of the British and Belgian rule in Africa, to the exclusion of German desire for expansion and the providing of opportunities for her people and "to secure a place in the Sun," lie back of the present struggle. Wars will continue until the people rule, in righteousness, and are permitted to choose their own governmental alliances in liberty and justice. In a kingly government, it is natural for the king to desire the extension of his rule and power and to seek to build up and to broaden his empire, often in entire disregard of the rights of other nations. The theories of the divine right of kings to rule, and to extend that rule by conquest or by deceitful diplomacy, are contrary to all Christian ideals, and must be abolished before wars can cease. In the Bible, that all Christian nations accept as the inspired words of Heaven, it is recorded that God granted a king to his people because of their wickedness and importunities, leading them through the words of the Prophet Samuel and by a miracle,

to confess the great wickedness which they had done in the sight of the Lord by asking a king; this after terrible and vivid warnings of the results of kingly rule. That is the only view possible to enlightened Christianity of the claim of one man to lord it over his fellow men. Christianity means democracy, the rule of the people in their own right, and "Peace on Earth and Good-will among Men" will never abide until the divine right of the people prevails over the fiction of the divine right of kings.

* * *

It has been said that the newspapers of the world could stop the present world-war. If such were the case, it certainly would be a grave responsibility. Unfortunately, in many nations of the old world, an attempt to interfere, in any way, with the war or the conduct thereof by the press would be very likely to result in the stopping of the newspapers, whose power should, the rather, have been used in advance, during the past forty-five years in forecasting the dangers and striving to influence the different governments and all the people, honestly to endeavor to remove all the causes of war—all the injustices and misunderstandings.

It does not reflect much honor on the press or the rulers, that they have not found another way in all these years to settle their difficulties than to permit wrongs and misunderstandings to exist, until the appeal to arms, war and the sacrificing of millions of lives and the destruction of industries and the labors of centuries in material improvements—all the wealth of buildings, of art and architecture—and the laying the lands to waste and bringing poverty and want, seemed the only alternative.

* * *

The Dwight, Illinois, Star and Times was early with a Christmas paper this year, and was as excellent as it was early. It was printed on book paper and all of its 32 well-filled pages were as clean, clear, bright and cheery as any ideal Christmas morning. It told about all the beauties of Dwight and all the cheer, giving of gifts and sentiments of the Christmastides in prose and verse, as well as in soul-delighting illustrations, and in artistic, illustrated advertisements, not forgetting Santa Claus and a richly laden Christmas tree in lights and colors. It talked, in a familiar, personal way of the members of the newspaper staff and of their years of joyous labor, and after introducing each by name, spoke for all with the plural "we," and told of the many friendships formed, and added:

"Those friends are dear to all of us and to them we extend our best and heartiest wishes for their good health, prosperity and happiness for many years to come. We thank them heartily for their friendships and good will."

Then the field covered, the correspondents of the paper and all the good people received attention.

Getting close to and in entire sympathy with the people are two of the essentials of the success of a newspaper. Abraham Lincoln's greatness consisted largely in his great heart, in his sympathetic nature that took in all the people. He would have been a great newspaper man. The highest wisdom of life, after all, comes through the heart, through the active, understanding sympathies. No one, who has not a big, sympathetic heart, should ever endeavor to conduct a newspaper.

* * *

The Macon, Mo., Times-Democrat issued an Industrial and Souvenir Number on October 28th, that deserves more than a passing notice. A very effective cartoon is shown of an arm and closed hand holding the leading natural advantages and resources of the place with the names of each radiating in every direction therefrom, while on the arm are enumerated the needs of "more" workmen, "more homes," and other improvements. The story is told in brief of the County, "The Glorious Kingdom of Macon, unlimited in Industrial Possibilities," and of all that has been accomplished in developing resources and in improvements, and of the new enterprises started and the prospects in view. Of course, "The Livest Commercial Club in the State" is not forgotten nor the great work that is being accomplished thereby and through the co-operation of its members, the enterprising, progressive merchants. It is demonstrated that Macon has been favored in natural resources and in strong men.

The issue is an honor to the publishers in matter and illustrations as well as in advertising. One page is appropriately given up to Missouri's display at the great San Francisco Exposition. Missouri was among the first of the States at the Fair, in architecture, horticulture, mining and education.

This issue of the Macon Times-Democrat is an excellent, convincing object lesson of how much a live newspaper can accomplish for the up-building of its city, county and state.

PRINTING INK MANUFACTURE, PROTECTION AND WORLD PEACE

The Editor Enjoys a Lecture and Makes an Off-hand Talk to the Printers on Matters Suggested by the Lecture.

While in New York Thursday evening, November 18th, we had the pleasure of being invited and listening to a very interesting and instructive lecture on the manufacture of printing inks. The address was given before the Craftsmen's Club of New York City at Hotel Navarre. Excellent stereopticon slides were used in illustration, and the address was made especially interesting and informing. The lecture was by C. H. Gorman, of Ault & Wiborg Company, who spoke from practical knowledge, having been trained and instructed in the business from boyhood, in the Ault & Wiborg factory in Cincinnati, Ohio. We had hoped to present the address herewith, but the copy failed to reach us up to the time of going to press and the reproduction, otherwise than by Mr. Gorman himself, would be almost impossible. He entered into the spirit of his subject and touched on the different ingredients required and the process, tests, etc.

Following the lecture we were kindly introduced by President De Veze of the organization and requested to make a talk. Naturally, the talk was entirely with regard to the lecture and such topics as had been incidentally suggested thereby and we find it possible to reproduce our remarks, almost word for word, though they were extemporaneous, while we could not reproduce thoughts of the lecturer, hence we give the following as indicating the impressions made by the excellent address, with the hope that what we said may be found of interest and of some direct help in the solving of existing difficulties and leading on to better things in the future:

TALK AT MEETING OF PRESS MEN.

Gentlemen: I certainly deem myself very fortunate in being with you this evening. The lecture to which we have been permitted to listen has certainly been most entertaining and instructive. We printers, some times, think that we have many difficulties to overcome, but, after listening to the story of the production of perfect printing inks that will take to, lay smoothly on and become, as it were, parts of the sheets of paper that we feed through the presses, we ought to feel that the greatest tasks have already been performed in the laboratories of the ink makers. The difficulties to be overcome in securing proper materials, the grindings, the mixings, the numerous tests required in the laboratories during the progresses of the different processes, and the infinite care, patience and pains demanded of and met by the ink makers that the colors may be right and capable of being brought out, to appear and endure in all clearness, perfection and beauty in the printing, ought to be an inspiration to every printer in his work. Preparedness in the ink is evidently back of all perfection in the work. We enjoyed a similar address recently in Chicago, yet nothing so complete and elaborate. The subjects brought out in that address there have been the matter of conversations on scores of occasions since. You will in like manner have occasion frequently to refer to the facts brought out in the instructive address, to which we have had the pleasure of listening tonight. You certainly have been fortunate here this evening and ought to be better printers as a result.

Incidentally, the difficulties to which reference has been made that have arisen as the result of the existing World War, as explained, are full of important and impressive lessons. We have learned how closely the people of the civilized nations have been brought together by the wonderful developments of modern industries and modern life. The perfection of products in one land has been a blessing to all other lands of enlightenment, and has brought at the same time very natural dependence. One nation cannot suffer without all nations suffering. At the same time, inequalities have been made to appear, the effects of which must be guarded against. When I attended school and studied political economy or economics, I conceived the idea that there should be, as a matter of justice and economy, free exchange and free trade among all the nations, that each nation might produce those things which it could most naturally produce most economically, effectively and cheaply and then exchange freely with other nations for what these could most profitably produce. The theory is correct as a theory, and would be correct as a rule of practice, were all nations on the same plane of wages, cost of living, and facilities for production and for distribution. The present war has emphasized the fact that governments cannot be run on mere scientific theories. Conditions must be taken into account. Now that war has deprived us of the aniline dyes and colors, so perfectly and economically produced in Germany, we find a bar to the investing of the large amount required for laboratories and equipment in order to produce these for ourselves, in the fact that in Germany the workers in these laboratories are paid only $1.46 a day, while in this country such workmen cannot be secured for less than $5.00 a day. (The Lecturer: "We pay our chemists $2,000 a year.") If the war closes and our manufacturers, who had been induced to invest large capital were compelled to meet German competition, their capital would soon be wiped out and their establishments become bankrupt. In order to secure home manufacturers, it will be necessary to have a protective tariff sufficient to overcome the threefold and more difference in wages. Now I am not advocating an injustice to any one, but, in the present conflicting conditions among the different nations, protection is necessary for this free country in order to maintain the best and highest possible conditions of life for the people—and it is in this country that the people count.

One has said in substance, in forcasting the period of universal liberty and equality:

"In the great Congress of the World
"Among men supremely great
"No one shall be for party
"But all shall be for the State."

As I have observed the affairs of men and watched the

progress of the doctrine of the brotherhood of man, I have been more and more convinced that therein rests the only hope of the coming of the universal recognition and establishment of human rights, the abolishing of wars and the abominable rule of might over right. There must be a free republic of the civilized nations of earth, with rights of each recognized as the rights of the different states of our great Republic are recognized, then equality of opportunity, freedom of trade, with permanent peace and prosperity will result. The period for selfish, narrow nationalism among the civilized nations of earth with all their mutual rights and dependencies, social, commercial and industrial, has long since passed. No longer may one, or a number of nations, seek the conquest or overthrow of another, or any other nations, without involving the whole world in disaster. Patriotism must be broadened into a love for all men and a heroic defense of the rights of each and all nations. Anything short of this means a return to barbarism and a reign of anarchy with destitution at the end.

We should look forward to a time,
When in the great congress of the world,
In the councils of men supremely great,
No one shall be for party, no one shall be for State;
But each with unprejudiced mind
Shall be for the rights of all mankind.

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"NEWSPAPERS AID AGRICULTURE"

Along the many lines of valuable service rendered by the newspapers, that of giving aid to improved farming has been the most available and most fruitful in direct, helpful results.

Agriculture is the predominating industry in this country and farming is everywhere in every State and County of the Union.

The rural or home papers have especial opportunities to aid in this great industry, and the greatest of our metropolitan papers are not so far removed from farm interests but that they have found opportunity for useful service in this field.

George A. Starring, Editor of Publications, South Dakota State University, writing in a sheet sent out to the newspapers devoted to "Special State Service Features of South Dakota State College," under the above heading, speaks truly of the great value of the services of the State press, has been in the educational campaign for better farming—What he says of newspapers of his State is largely true of all home papers throughout the whole Nation. It is a fact that "the local paper is the last to be thrown into the wastebasket," especially in the farm homes. It is the link that keeps the farmer in touch with his neighbors, with his fellow citizens, the men and women of their township, county and State, and with all their interests and with all the home institutions and industries, and especially with those of the farm, the dairy, stock and poultry raising under the like conditions with which he has to deal. The suggestion that for these and like reasons, the prosperous home papers are the very best advertising medium and the question that he puts, "Have national advertisers learned that local daily and weekly papers are excellent advertising?" are entirely pertinent. Mr. Starring writes:

Without the support of hundreds of progressive newspapers we would have been from five to ten years slower in agricultural progress in South Dakota as well as in the entire nation. Time was when the only farm news printed in newspapers consisted of crop reports, effects of blight or pests, and features of more than usual interest. A few years ago, however, college propaganda was seized upon as good news stuff,—good news because subscribers wanted it.

In this progressive age, weekly and daily papers print columns upon columns of farm news, which is news not because it chronicles events, but because it suggests sane methods of profitable and permanent farming methods. Our agricultural professors are called upon almost daily for farm information to be published in countless publications having thousands of readers.

The home paper is a first-class medium for the dissemination of better farming propaganda. The average reader feels that his home editor is protecting him against fake reading matter—he respects his local paper. The local paper is the last to be thrown into the waste basket. For these reasons, we might add, have national advertisers learned that local daily and weekly papers are excellent advertising media.

Of course everyone realizes that for consistent, downright effective hammering on progressive farming nothing ever has or ever will supplant the farm papers. Every up-to-date farmer reads carefully one or more farm magazines—at least one which makes a specialty of farming conditions in his state. The hearty cooperation of farm papers, the general press and our agricultural colleges are doing wonders in widespread farm and home uplift.—By George A. Starring, Editor of Publications, S. D. State College.

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PAST-PRESIDENT BUNNELL WILL ATTEND FAVORS REUNION BANQUET AT NEW YORK CITY CONVENTION

My Dear Old Friend: Dansville, N. Y., Nov. 9, 1915.

Your generous emeritus proposition is gratefully appreciated and thankfully accepted. After a quarter of a century's reading of the National Printer-Journalist, not to receive it would be like losing a faithful friend. Although retired from active business, I have an abiding interest in all that pertains to printing and publishing, and I shall continue to eagerly read your practical and inspiring contributions thereto.

I hope and confidently expect to attend the convention in New York, next year, of the National Editorial Association, which you not only fathered, but have ever given valuable support in maintaining it at its highest usefulness. I most heartily second your suggestion that at the 1916 Convention we have a reunion of the Past-presidents and a banquet.

Sincerely yours, A. O. BUNNELL.

A SUCCESSFUL WEEKLY

PUBLISHER Adolph Ochs, of the New York Daily Times, rightly says that the success of a newspaper is measured by the number of its readers as shown by receipts from subscriptions and sales during a year. This is a substantial indication of accomplishment, or otherwise, of the paper in meeting the demands of its constituents, on the satisfied support of whom all advertising value rests. However, we expect to refer to this matter more at length later.

What is true of a daily is certainly true, to a greater extent, of a weekly newspaper. By this rule the Boonville, N. Y., Herald, published in a city of 1,594 inhabitants, must be reckoned as greatly succesful. It has a circulation of 4,500, the largest of any home weekly in the State of New York. The reason for this splendid circulation is evidently, in a large part, due to the great amount of local and country or neighborhood news and personal mention contained therein. The news items are helpful as well as informing and are alive with human interest. The county in which the paper is published has in round numbers a population of 155,000. However, in the same County is Utica, thirty-five miles away, with a population of about 74,000, that has three dailies varying from 17,000 to 20,000 circulation each, besides a number of weeklies. Outside of this the County population is only about eighty thousand, and, of course, there are other cities and towns, among the others, Rome, having 20,500 population, with a daily of 4,500 circulation, so it is to be seen that the Herald must cover, very thoroughly, the rural districts in its region of the old County of Oneida. In glancing through a copy of the Herald, which has reached this office, we notice the following among the headings and subheadings on the first page, "Educational Efforts." "Items of Interest with Regard to the Boonville High School," "Talks with Teachers," and a column article about needed improvements of a couple of important public highways, besides there are three or four exciting and pleasingly told stories of local happenings, and a well-written obituary, including the account of his life, of a prominent local attorney. There is also a column of brevities, beginning with the following bits of philosophy:

Drive your business or it will drive you.
The road to success is not always a smooth path.
Calling a girl a "chicken" is a fowl expression.
There is no better way to keep from being a pessimist than to listen to one.
The citizen of protest should remember that one cannot saw wood with a hammer.

There also are a number of short, local, headed items.

The second and third pages are largely made up of hundreds of items of neighborhood news from near-by towns and villages. The first column of the editorial page contains brief items summarizing and commenting upon important current news events, and closes with these lines:

WATCH THE CORNERS

When you wake up in the morning of a chill and cheerless day,
And you feel inclined to grumble, pout or frown,
Just glance into your mirror and you will quickly see
It's just because the corners of your mouth turn down.
Then take this simple rhyme,
Remember it in time;
It's always dreary weather, in country-side or town,
When you wake and find the corners of your mouth turned down.

If you wake up in the morning full of bright and happy thoughts
And begin to count the blessings in your cup,
Then glance into your mirror and you will quickly see
It's all because the corners of your mouth turn up,
Then take this little rhyme,
Remember all the time:
There's joy a-plenty in this world to fill life's silver cup
If you'll only keep the corners of your mouth turned up.

Then follow a number of short, headed, local items beginning with "Among the Churches." given up to neighborhood correspondence, besonals are made prominent throughout the paper, the eleventh page being almost entirely given up to neighoborhood correspondence, besides a "Home Circle Column" with three short poems and appropriate paragraphs and then a racy New York Letter.

This much is given as to the characteristic contents just as an indication of the reasons for the popularity of the paper, nearly all of which concerns every-day life, the home, or local, neighborhood, county and state events, brief mentions and personals. There are twelve seven-column pages, twenty-one inches of reading matter to the column. The number of items is surprisingly great and run up into many hundreds—pithy and pointed paragraphs—of great variety. These are the leading and distinguishing features.

Garry A. Willard, one of the Past-Presidents of the National Editorial Association, is the editor and proprietor of the Herald. It was founded by his father, Harvey P. Willard, and is now in its sixty-fourth year. Mr. Willard writes that he has been a subscriber to the

National Printer-Journalist for twenty years, and hence it hardly need be stated that the arrangement of the paper is along the perfect plan of a clean front page, and the reading on the other pages first with the advertising to the right. The readers who make the columns of the newspaper valuable to advertisers are first considered—their satisfaction, good-will, confidence, entire friendship and loyal support being all important. The more a newspaper is appreciated and relied upon, the more valuable are its columns to all who seek friendly, fruitful publicity therein, and substantial results therefrom. The mechanical production is of the highest order in clearness, brightness, and artistic composition. Good, white paper and excellent presswork are in evidence. Each page is an harmonious picture, gladdening the eyes to look upon. It is easy to read and worth reading by the people of the locality where published. It furnishes the home news that cannot be obtained elsewhere and need not fear the competition of cheap dailies or cheaper weeklies from the larger cities. It is clean and wholesome, and sustains the highest ethical standards that are coming everywhere to be recognized among publishers of worthy newspapers and all honest advertisers, who expect to live up to and make good all claims and representations of their announcements or advertisements.

* * *

MINNESOTA LOSES A VETERAN EDITOR

A. W. McKinstry, Deceased.

At the age of eighty-seven years, Honorable A. W. McKinstry, has passed away. He died at his home in Faribault, Minn., after a brief illness. For forty-seven years he was editor of the Faribault Republican and was a highly honored member of his calling. He was a clear and forcible writer, and his newspaper was in every way a model. It stood for truth, purity and all that is of good repute; for the highest principles and ideals, for education, improvement of his city, and for all that was wholesome and helpful. He never wavered in his principles, his friendships, nor in the performance of duty. As a pioneer editor, and during all the years, his influence was felt for the benefit of his community and the highest good of his State, and both State and city are the better for his life and his honest, conservative, but energetic work. He was a charter member of the Minnesota Editorial Association and a regular attendant on its sessions and was held in highest regard by all its members. He was chosen one of the delegates to the first Convention of the National Editorial Association at New Orleans, in 1885. Several years ago, as the result of his kindness in signing the bond of a friend, a banker, he met with heavy financial loss, but this made no difference in his life. He worked on, under the weight of the financial burden and of increasing years, uncomplaining and unmarred—kindly, devotedly and generously. In 1912, he retired from business and devoted some time to an extended visit to his birthplace and to his later home in the State of New York. His mind was clear, his companionship congenial and his conversation bright and pleasing. On his way, with his daughter, to the old home, he visited the editor of this paper, who had long esteemed him as his true friend, at his home in Chicago, and in this way it became possible to know and now remember and recall the sweetness of his later years. He had nothing in his life to regret, and the sunshine of love and friendship brightened his pathway toward the Celestial City. His presence was a benediction.

Mr. McKinstry was born at Chicopee, Mass., but at the age of sixteen years, he entered the office of the Fredonia, N. Y., Censor, then owned by his brother, and now owned and conducted by his nephew, Senator Louis McKinstry.

He worked for a time in Boston, and later in Albany, N. Y., but in 1850 returned to Fredonia and became assistant editor and part owner of the Censor.

In 1857, he was married to Miss Ellen E. Putnam. To them were born a son and daughter. The son became an engraver in Minneapolis and died several years since. The daughter resides in the old Faribault home. The family moved to Faribault in 1865 and Mr. McKinstry, having disposed of his interest in Fredonia, purchased the Faribault Republican, of which he remained editor for forty-seven years.

The Publishers' Auxiliary of Chicago truthfully says of his life and work in Minnesota:

> During the many years that Mr. McKinstry served as editor of the Republican the high quality of his editorials never varied. They always were very clear cut, direct to the point, most excellent in diction. Even after he became physically very feeble and spoke with great hesitancy, he had only to pick up a pen to write with all of his old-time fluency. When at last, with reluctance, he gave up his work, a well-known Minnesota newspaper voiced the opinion of all who read the Republican, when it stated that "in his retirement the state lost one of its ablest editorial writers."

Mr. McKinstry was active in all public matters dur-

ing his long career as editor of the Republican. He took active part in securing the location of the state and other institutions at Faribault.

He was one of the charter members of the Minnesota Editorial Association and assisted in its organization in 1867, which had a membership of thirty-seven editors. Of this number only three are now living: H. A. Castle, St. Paul; W. B. Mitchell, St. Cloud, and Irving Todd, Hastings.

Mr. McKinstry was second president of the Minnesota State Horticultural Society and for seventeen years the secretary and treasurer of the Faribault Gas Light Company. He served one term in the Minnesota Legislature.

Mr. McKinstry had the distinction of having been connected with the printing and newspaper business for sixty-eight years, and for sixty-one years of that time as editor and publisher.

Most properly and sincerely, since Mr. McKinstry's death, nearly every newspaper in the State of Minnesota has paid high and sympathetic tribute to the worthy and greatly beloved deceased member of the calling and of the State Editorial Association.

Honorable W. B. Mitchell of the St. Cloud Journal Press, who personally knew and loyally worked with Mr. McKinstry from the pioneer days and in the formation and conduct of the Association, and who is one among the highest types of newspaper men, fittingly expressed the sentiments of all the journalists of the North Star State in the following editorial tribute:

"For many years we had worked in the newspaper field together, and there was no one at the annual meetings of our Editorial Association—which we had assisted in organizing—whom I looked forward with more pleasure to seeing. He was so genuine, so free from self-assertion and sham, so thorough a gentleman that it was always a pleasure to meet and talk with him. Although quiet and reserved, he was always firm in his advocacy of what he believed to be right.

"I can well understand what his personal influence and the influence of his paper, which he so ably edited, must have been in the community in which he lived and labored for so many years. I cannot believe that the good which he did 'will be interred with his bones' but that it will show itself in the lives of the generation which succeeded him and which had its beginning growth in the atmosphere which he helped create and was influenced by the honorable and upright example he manifested before them."

One of the great benefits of editorial organizations, has been the bringing together and making known the members of the calling, each to the other, resulting in the forming and cementing lasting friendships and in a mutual inspiration in the responsible and useful work of worthy newspaper making.

CONSOLIDATION OF TYPOGRAPHIC JOURNALS

Consolidation is the order of the times, and often a very wise business policy is shown thereby. He is said to be a benefactor who causes two blades of grass to grow where one has grown before, but this does not always apply to newspapers or trade journals. Possibly the more papers, within certain limits, the more reading and publicity will be the result, but, too frequently, either publishers must suffer loss or quality must be sacrificed by reason of too many publications and there is also a waste through duplication of the same matter. A field (a city, county, state, or trade) can only furnish proper support for a certain number of publications; where there are more they become burdensome and at the same time all are weakened and are rendered more or less unsatisfactory, or the publishers waste effort and money in a useless competition. It is easy to start a new publication and people are so good-natured or so confiding and hopeful as nearly always to give patronage to a new enterprise "to help it on its feet"—with the idea of some advantage from the new over the old, or, possibly, because the Americans, like the Athenians of old, are always seeking some new thing. In this there is no thought of, in any way, reflecting upon any who have entered or retired from the publishing fields. Some over sixty publications in the lines of printing and newspaper-making have disappeared or combined since the starting of the National Printer-Journalist, nearly twenty-eight years ago, and we have done a little combining ourselves through absorbing "The Printer and Publisher," of Indianapolis, "The Employing Printer," of St. Paul, and "The Western Journalist" and "The Progressive Printer," of Chicago.

The announcement was made this past month of the consolidation of The American Printer and The Printing Trade News of New York and The Master Printer of Philadelphia. The American Printer had previously taken over, some few years back, The Western Printer, of San Francisco, and The International Printer, of Philadelphia. Notice of this combine is given elsewhere in this issue, and we wish here merely to congratulate the Oswald Publishing Company, and to compliment the worthy gentlemen who conducted the absorbed papers, who have done good work, have served the calling usefully and retire with honor and the kind regards of hosts of friends.

A CONVENTION IMPORTANT TO NEWSPAPER MAKERS

GRICULTURE is at the foundation of America's wealth and well-being. From the farms have come the strong men of the Nation, as well as its wealth. It is the one great, all-pervading calling—affording endless opportunities through the richness of the soil and the boundless extent of rich, tillable lands. Agriculture has made mighty strides in the past quarter of a century. Still, as compared with some of the European countries, notably Germany, the yield of crops per acre here are only about one-half of the yield in the older lands of Europe that have been under cultivation for a thousand years and more. There are, however, great advances to be noted in intense and scientific cultivation, but the individuals of the great body of the cultivators of land have scarcely been reached with the new ideas and methods sufficiently to cause practical adoption and application. Great national organizations are useful and educational, but there must be some method of bringing home to each individual the new ideas and securing individual co-operation. A few years ago, we suggested the formation of "Round Tables" of twenty-eight members each, in every neighborhood and township, and then the joining of these into groups of tens and then again joining the larger groups with ten others, and so on, until through representative bodies the whole nation should be organized, and county, state and national conventions be held of the officers and delegates from the subordinate "Round Tables." The object of the small neighborhood organizations being to bring this open, self-help order of the "Citizen Conservators" to every home and, through the same, to educate, demonstrate and show the way, through direct personal contact, consideration, interchange of views and joint experiments. It was also one of the objects proposed to make it possible that every member should have, in common with others of the different groups, the services of trained experts and that, in the delegated conventions, the experiences, accomplishments and knowledge secured, could be brought to the attention of each. The American press is doing and can do much more of the work that could be done by such an organization, but the press can only help those who have some initiative themselves and who will carefully read, study and apply, or put in practice. Most men must not only be instructed but shown. To get out of the old ruts and to put into use new knowledge is the most difficult thing possible to conceive with nine-tenths of our farmers, and of our printers as well. Yet there must be teaching—"line upon line and precept upon precept, here a little and there a little," as well as urgings, exhortations and inspiration. For the accomplishments of these ends, there must be, above all else, organization and team work.

We had the pleasure of attending the Third Annual Conference on Marketing and Farm Credits, held in Chicago November 29-30 and December 1-2, as a delegate of Lincoln Memorial University of Cumberland Gap, Tennessee. The program was of the highest order of practical utility and the printed Proceedings will prove very useful to the Agricultural Department of the Lincoln Memorial University, that conducts a farm of five hundred acres, as well as to all agricultural schools and of direct, immediate, incalculable worth to all farmers. The only question as to usefulness is the bringing of the important and practical facts, that were brought out as to needs, ways and means, to the great body of farmers individually, directly and helpfully. In this the newspapers can help and should consider this valuable service, made possible through the supplying of the addresses by the officers, a privilege and a duty.

As important as is production, marketing and the means for marketing at the right time and in the right manner, come next. The fact is that production is largely dependent upon marketing. Successful marketing depends, too, on the quality of the product, its character, cleanliness, perfection and appearance. The quality of a product is often more important in marketing and receiving profitable returns than is the quantity. Great productions of inferior quality of products that are unmarketable or unprofitably marketable, is waste. But having the right kinds and quality of products, there is still much more necessary in order to secure profitable sales through expert marketing.

One of the most important subjects considered at this Conference was that of "Market Grades and Standards for Farm Products." Standardization is one of the great modern ideas in all manufactures and other products. Standardization is evidently just as important in agriculture as in printing. It would be interesting and instructive to touch upon other subjects discussed, but the papers will be published and should be in the hands of every newspapermaker. They have already been liberally distributed to the press.

Many good ideas and important facts were presented by W. C. Schultz, Director of Markets of the State of Idaho, under the topic, "Why a State Department of Farm Markets?" He showed that hundreds of thousands of dollars had been saved to the farmers of Idaho, and it is certain that a study of the methods adopted there would prove profitable everywhere. Among other papers that presented matters of vital importance and brought a realization of how modern agriculture has broadened out and how enterprising agriculturists are becoming not only cultured, scientific tillers of the soil, but intelligent, thorough-going business men of the highest type, were the following:

Market Grades and Standards for Farm Products—Charles J. Brand, Chief Bureau of Markets, U. S. Department of Agriculture.

Why a State Department of Farm Markets—W. G. Scholtz, Director of Markets, State of Idaho.

Legislation for Standardization—Charles McCarthy, Chief Wisconsin Legislative Reference Library; Treasurer National Conference on Marketing and Farm Credits, Madison, Wis.

Rural Credit Systems Needed in Western Development of the United States—Elwood Mead, University of California; Member of the California State Rural Credit Commission, Berkeley, California.

The Coöperative Society in Minnesota—James C. Caldwell, Lakefield, Minn.

The Coöperative Society in Wisconsin—Charles A. Lyman, Chairman Legislative Committee, Wisconsin Society of Equity; dairy farmer, Rhinelander, Wis.

Putting Coöperation on a Business Basis—E. M. Tousley, Secretary Right Relationship League. Minneapolis, Minn.

The Railroad and the Coöperative Marketing Society—R. W. Hockaday, General Industrial and Agricultural Agent, M. K. & T. Ry. Co.

Economics of Agriculture—Carl Schurz Vrooman, Assistant Secretary of Agriculture, Washington, D. C.

The Landless Man of America and His Needs—John Lee Coulter, Dean College of Agriculture and Director of Experiment Station, University of West Virginia; Member of the U. S. Commission to Investigate and Study Rural Credits and Agricultural Coöperative Organizations in European Countries. Morgantown, W. Va.

How Outside Capital might aid in turning Landless Men of Texas into Home-Owning Farmers—James E. Ferguson, Governor of Texas; President Temple Texas State Bank, Austin, Texas.

What a Building and Loan Society can do—Robert D. Kent, President Merchants' Bank, Passaic, N. J.

What Legislation is Needed to Supplement Present Facilities?—Edwin Chamberlain, San Antonio, Tex.

A Plan for Financing Farm Business—Myron T. Herrick, former Ambassador of the United States to France; former President American Bankers' Association, Cleveland, Ohio.

Financing Farmers on Lands Reclaimed by the United States—F. H. Newell, Professor of Civil Engineering, University of Illinois; former director of the United States Reclamation Service, Urbana, Ill.

What would be Acceptable Standards in Grain?—J. W. T. Duval, Chief of Grain Standardization, U. S. Department of Agriculture, Washington, D. C.

Advantages of a State Licensed Warehouse System—J. C. F. Merrill, Secretary, Chicago Board of Trade, Chicago, Ill.

Problems of a Coöperatively Owned Terminal System—J. M. Anderson, Secretary-Treasurer of North Dakota Society of Equity and President of the Equity Coöperative Exchange, St. Paul, Minn.

The real ability and practical familiarity with the subjects and the breadth of thought and information shown, were not only immensely beneficial to the members, but proved most convincingly the worthiness, and the high character of the attainments and active intelligence of the speakers. It would be most beneficial were these sent for organization of "round tables" as we have suggested, to bring these papers and all the facts and suggestions that each contained, to the attention and thorough, intelligent consideration of every farmer of the United States.

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CONVENTION NATIONAL EDITORIAL ASSOCIATION.

Georgetown, Texas, November 30, 1915.

President Lee J. Rountree of the National Editorial Association and Secretary George Schlosser, of Sioux Falls, S. D., have called the thirty-first annual convention of the association in New York City June 19 to 25. Among those secured on the program are: Governor Whitman, Mayor Mitchell, Adolph Ochs, Publisher of the New York Daily Times; Courtland Smith, President of the American Press, and John Clyde Oswald, of New York; Joe Mitchell Chapple, Boston; Dean Walter Williams of the University of Missouri and president of the World's Peace Congress; Dean Will H. Mays of the Texas School of Journalism, Secretary of the Navy Josephus Daniels, Congressman L. C. Crampton of Michigan, John Temple Graves of Washington, Homer D. Wade of Texas, Mrs. H. C. Hotaling, of Mapelton, Minn., and other journalists are being secured for the program.

President Rountree and Colonel Oswald of New York have joined in an invitation to President Woodrow Wilson to address the association. He will be summering at Long Beach, near New York, and the president is expected to make up his mind to talk to the editors. A trip will be arranged to his summer home.

President Rountree has asked Secretary of the Navy Josephus Daniels, who is a member of the association, for a short cruise in New York Harbor in the battleship Texas. Secretary Daniels has promised to be present at the meeting. President Rountree has appointed the following committees to report at the New York convention:

Legislative Committee: George E. Hosmer, Denver, Colo.; H. C. Hotaling, Mapelton, Minn.; Sam P. Harben, Richardson, Texas; F. E. Gannett, Elmira, N. Y.; and Edward Albright, Tenn.

Advertising Committee: E. H. Tomlinson, Morristown, N. J.; F. O. Edgecombe, Geneva, Neb.; Alva A. Swain, Denver, Colo.; J. Frank Buch, Lititz, Pa.; Fred E. Hadley, Winnebago, Minn.

Constitution and By-Laws: A. D. Moffet, Elwood,

Ind.; Gardiner Kline, Amsterdam, N. Y.; George C. Woodruff, Litchfield Conn.; H. P. Nelson, Greenville, Texas; Dietrick Lamade, Williamsport, Pa.; J. C. Brimblecom, Newton, Mass.; J. Byron Cain, Belle Plaine, Kansas.

In addition to the above President Rountree has appointed A. B. Brogden, Jr., of Monroe Mich., chairman of the publicity committee, and will announce the other members later. Also Col. B. B. Herbert, of Chicago, founder and first president of the association as chairman of the memorial committee; other members to be announced at New York.

The program and entertainment in New York promises to be one of the best in the history of the association and the entertainment is under the personal direction of John Clyde Oswald, of New York, a former president of the association. Trips to the New Jersey Coast, Coney Island and perhaps to Connecticut resorts will be arranged so that there will be ample entertainment. Secretary Schlosser and the committe have selected Hotel McAlpin, the largest hotel in the world, as headquarters where reduced hotel rates have been secured and convention hall privileges. The officers of the Association are:

Lee J. Rountree, President, Commercial, Georgetown, Texas.
E. H. Tomlinson, Vice-President, Record, Morristown, N. J.
George Schlosser, Secretary, Daily Press, Sioux Falls, S. D.
Wm. R. Hodges, Treasurer, Herald Dispatch, Sleepy Eye, Minn.

Executive Committee:

Sam P. Harben, Echo, Richardson, Texas.
John Clyde Oswald, American Printer, New York, N. Y.
Frank Roderus, Press Club, Chicago, Ill.
H. C. Hotaling, Blue Earth County Enterprise, Mapleton, Minn.
W. M. Glenn, Republican, Tribune, Kansas.
Homer Harwood, Watchman, Warren, Mich.

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COST ACCOUNTING

President Taylor, speaking at the Illinois Convention of Garage Owners Association, stated in forcible terms much that had been urged before members of printing and allied trades, but that need constant repetition and urging:

The up-to-date banker now recognizes us as real business men and it is up to us to make good. I have found by talking with grocers, dry-goods men, hardware men, shoe dealers, and men in other lines that they expect to, and do, make about 10 per cent net on the total volume of business done per year. This amount of profit is above interest on money invested in the business, rent, taxes, and all other business expenses, and salary paid yourself which salarly should be as much as you could earn by managing someone else's business or in selling goods on the road. I know several traveling salesman who earn from $3,000 to $4,500 per year above their traveling expenses. Now, how much per day is $4,500 per year? It is $15 per day. It is $400 per month, and the goods they sell pay this salary and expenses and a profit to their employers besides. These men sell from $75,000 to $200,000 worth of goods per year, depending on the line, and you men sell about the same volume. You, therefore, are entitled to the same salary. How many of you are making 10 per cent net on sales, or $7,500 to $20,000 per year? How many of you are paying yourselves wages or as much as some one else would pay you? How many can tell whether the business will pay a profit above that salary or not and how much?

If it will not pay that or you do not know how much, or why it does not, YOU NEED A COST SYSTEM. I do not mean a cheap, so-called one that will only be a fooler to you and get you into trouble because of fooling you. I mean an "honest to God one" that will cost you some money to install and maintain, and that will pay a big profit on this investment, nd I want to impress it on your mind that your cost system is an investment and not an expense. Get one that will look good to your banker and prove better for you.

Don't misunderstand me that we all need as much cost system as some of us do, or that a small business needs as much as a large one. I would not put in as comprehensive a system for a business of $25,000 per year as I would for one of $100,000 or $200,000 per year, but I would put in one and maintain it, so that I could, by its aid and guidance build that $25,000 business up to $100,000 or $200,000 and better. And as the business increased and could afford it, I would expand the cost system so it could take care of the larger business and pay me larger returns from it.

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"THE SPIRIT OF IT."

Mr. R. O. Vandercook of the Vandercook Press is very much pleased with a letter from John A. Arend, a printer of Philadelphia, from which we print the following extract:

"I am sending you printed copy of a bill of fare which I have done on one of your presses, the half cylinder movement with the 'L' arm, which you pull over and push back as we have both styles in our shop, and both are good presses but I preferred this one for the work I did instead of the job room cylinder.

"The bill of fare was gotten up by me for the Job Room Fellowship Banquet held at the Hotel Walton, Broad and Locust Sts., on Thursday evening, October 28th, 1915.

"The Job Room Fellowship is composed of men and boys of the fourth floor (42 all told), employed at the Stephen Greene Company, 16th and Arch Sts., job and blank book room.

"All of the printing shown on the menu was done on my own time at lunch hour from type and shaped rules only, no photographs, no cuts of any kind being used, though nine out of ten who have seen it did not believe it was done.

"The job has brought out a great deal of commendation and not a little surprise that it could be done on a proof press, so here it is. I printed 100 menus, 50 copies of songs, 8 pages, 48 match boxes top and bottom, as souvenirs, 42 names as place cards, every one set in a different style of type as used on our floor, fixed as though it was a type line in a stick. I am sending a sample of the card and match box with the menu only, but not of the songs as they were all gobbled up.

"The thought occurred to me, gentlemen, that you would like to see what really can be done on a proof press instead of job presses only, for our banquet, which was a howling success for the first gathering together."

To this letter Mr. Vandercook replied, in part, as follows:

"Of all the mail that came to my desk after Thanks-

giving, your letter and what accompanied it was the most interesting.

"I did not want to make a formal quick reply to you and hence the short delay in acknowledgement.

"The fact that you did the work on one of my first presses is of course very interesting, too, from a business standpoint, but in a broader sense there is a greater interest.

"The whole 'spirit' of your work breathes of something more valuable in the printing trade than any new tool or machine. That is the spirit of loyality and friendliness.

"As the printing business is taking the position it should in the industrial world, the great factor in its uplift is not new and improved machinery but the spirit that moved you to do the work. If that spirit could be made to permeate every man who knows the printer's trade we (the printers) would be the first to reach the millennium."

We fully agree with Mr. Vandercook that "The Spirit of It" is what greatly counts in the printing art or in any other art or calling.

An inspired writer wrote centuries ago that the "Letter killeth but the spirit maketh alive." This is as true in all affairs of life as in religion.

The workman who has no "spirit" in his work is not really alive.

We were privileged to see the several specimens sent by this printer to Mr. Vandercook and the work is rightly artistic. The joy of art is missed by all workmen who tread along in the rut with no idea except that of getting the work out so as to pass muster and draw wages, with no thought of or active desire for superior excellence or artistic perfection or higher and greater accomplishment.

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JOURNALISM STUDENTS AID IN CAMPAIGN.

For practice in methods of publicity and promotion, the students in the Course of Journalism of the University of Wisconsin, under the direction of an instructor, handled the major part of the newspaper publicity for the recent successful campaign to raise $35,000 for a Methodist student church. They supplied a story a day in each of the local papers during the campaign.

This is one of the ways in which the student reporters get practice. They are organized into a city staff under an instructor who handles new assignments for local newspapers. As a result they have a share in many local publicity campaigns. During the last two "dry" campaigns the student reporters supplied practically all the publicity material. At another time they supplied newspaper copy for a vigorous pure milk campaign.

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Mr. Marco Morrow, Director of Advertising, announces the appointment of Ralph W. Mitchell as resident manager of the office of the Arthur Capper Publications, Kansas City, Missouri, succeeding Tom D. Costello, who has resigned to become Western Representative of the Associated Farm papers with headquarters in Chicago.

Mr. Mitchell has been associated with the Capper Publications in various capacities for nine years.

SUBMARINE ATTACK ON BOOZE

The following is "Safety Bulletin No. 5," sent out by the company signing the same, with request to paste on Bulletin Board:

For the married man who cannot get along without drinks, the following is suggested as a means of freedom from bondage to saloons.

Start a saloon in your own home. Be the only customer (you'll have no license to pay). Go to your wife and give her two dollars to buy a gallon of whiskey, and remember there are sixty-nine drinks in a gallon. Buy your drinks from no one but your wife, and by the time that the first gallon is gone she will have eight dollars to put into the bank and two dollars to start business again.

Should you live ten years and continue to buy booze from her, and then die with snakes in your boots, she will have enough money to bury you decently, educate your children, buy a house and lot, and marry a decent man, and quit thinking about you entirely.

Note—Most Compensation Laws specifically provide that no compensation shall be paid to any employe who is injured while under the influence of intoxicants.—Ben Franklin Mutual Casualty Insurance Co., Insurance Exchange, Chicago.

No comment is necessary. The suggestion made carries a very forcible lesson and the facts are accepted as such by all who have had any observation of or experience with the drink habit.

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TO KEEP IN TOUCH, HE LIKES COPPER'S DEPARTMENT.

1109 Northeast 17 Street, Portland Ore.,
September 30, 1915.

B. B. Herbert, Editor, National Printer-Journalist,
Chicago, Ill.

Dear Sir: I have been an interested reader of the National Printer-Journalist for several years, off and on, when engaged in actual newspaper work, and have lately resumed your excellent publication from a desire to keep in touch with the work of the "Fourth Estate," it being my intention to re-enter, at some early future date I hope, that "most fascinating of professions"—editing a country newspaper.

It is a profession, as much as is medicine or law. Don't you agree with me?

A feature of the National Printer-Journalist which has always demanded my first and immediate attention, is the excellent department conducted by O. Byron Copper—"Newspaper Criticism."

With very best wishes for your continued success and a continuation of the usefulness and value of the National Printer-Journalist, I am,

Yours for better newspapers,
G. EDWIN SECOUR.

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AN INNOVATION.

(From the Eclipse Almanac, Cleveland.)

Beginning immediately, every halftone plate made by Eclipse and every electrotype made from such plates, will have in the upper left-hand bevel (or other suitable place where this is impracticable) small figures indicating the fineness of the halftone screen.

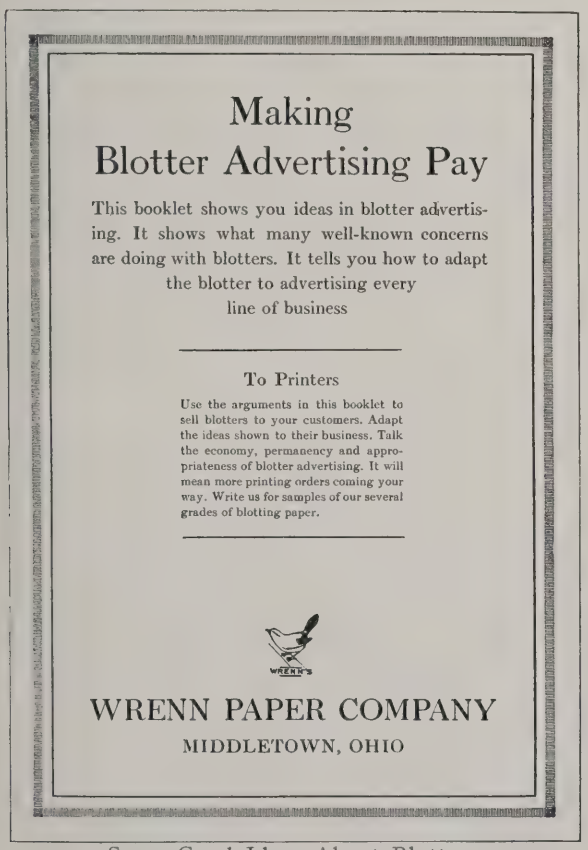
That this will be of incalculable helpfulness to all users of printing plates admits of no argument.

It adds something to the expense but nothing to the price of the plates, and is but a fresh instance of the Eclipse idea of service.

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

It seems almost ridiculous to say that the better returns a business man gets from his printed matter the more of it he will buy. It ought to be a universally recognized business fact. If he can invest twenty dollars in blotters, for instance, and see he is getting back his money five or ten fold from that advertising, he is not likely to be satisfied with one whirl of the wheel of fortune, but will go on sending out blotters as long as the results continue. But not all printers seem to recognize this, and are content to turn out work for their customers which does not bring back the money invested, thereby bringing discredit on all advertising.


Making
Blotter Advertising Pay
This booklet shows you ideas in blotter advertising. It shows what many well-known concerns are doing with blotters. It tells you how to adapt the blotter to advertising every line of business
To Printers
Use the arguments in this booklet to sell blotters to your customers. Adapt the ideas shown to their business. Talk the economy, permanency and appropriateness of blotter advertising. It will mean more printing orders coming your way. Write us for samples of our several grades of blotting paper.
WRENN PAPER COMPANY
MIDDLETOWN, OHIO

Some Good Ideas About Blotters.

The paper companies are lending inestimable aid to the printers in mapping out campaigns for them and giving them short courses in the art of advertising. Here, for instance, is a booklet from the Wrenn Paper Company of Middletown, Ohio, on "Making Blotter Advertising Pay." Goodness knows! there is need for such a book. The blotter has suffered about as much abuse as any other one piece of printed matter; and that it has survived all the mistreatment heaped upon it is proof positive that it has possibilities for business building of the first order. That a booklet of this kind is produced primarily to stimulate the sale of Wrenn's blotting paper is no argument against its value; for the person who would build up a steady demand for any product must do it along the lines of legitimate and intelligent service. The booklet gives some pertinent suggestions as to the utilizing of the full value of one's potage money by putting in blotters and other enclosures up to the limit of weight. It says:

More than 75 per cent of the letters, statements, booklets, catalogs, etc., that go out of the average business office are under weight. They could carry a blotter at no extra expense for postage.

The space on these blotters is nearly equal to a good-sized ad in any of the national magazines, yet it will cost you but a fraction of what a magazine ad would cost. And it will deliver your message with less competition and for a longer interval than any magazine ad can.

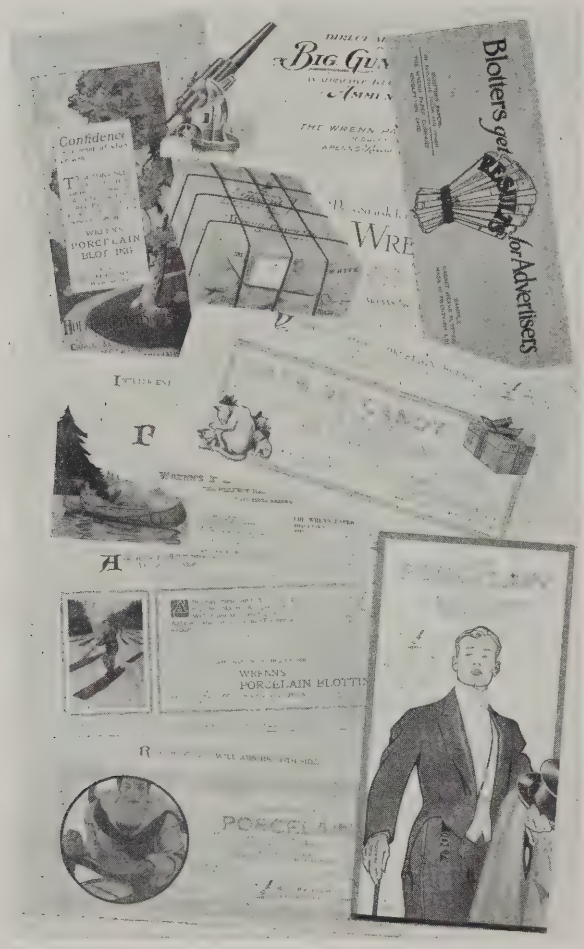
Blotters sent out with your correspondence reach men who are interested in your goods. There is no circulation waste. Blotters enclosed with your booklets and catalogs are always taken out and preserved.

Used in conjunction with any other form of direct advertising, blotters will more than pay for themselves in increased results.

In enumerating some of the uses of the blotter the book goes on to say that The Burroughs Adding Machine Company has repeatedly used the blotter as a means of sending a miniature house organ to particular classes of prospects. It's surprising how much information the Burroughs Company has gotten on to a single number of their banker or retailer series of blotters.

Mr. J. R. Worden of the Burroughs Advertising department says, "We don't believe in

all kinds of blotter advertising, but the right kind is good and will pay dividends." The company is now sending out the retail blotter to a list of one hundred thousand names.

The original bank series of the Burroughs Company was to contain thirteen numbers. It was mailed to every bank in the United States and Canada. Return postals were clipped on to particular numbers and so many of these postals were returned that an additional six blotters are now being mailed the same list. These bear the same title as the first thirteen, "Bank News." The entire series, Mr. Worden says, "has produced more comment and aroused more interest in our proposition than any other

Effective Blotter Specimens.

advertising we ever put out for the same purpose."

The Burroughs Company could not have put all the information contained on one blotter into a single letter and had it read. The letter, too, would have had to compete with good letters from other adding-machine concerns. The chances are it would have had but a cursory glance any way.

The blotter looked interesting. The information it contained could be read a point at a time. Once an argument had been read, the blotter would bring it up again and again for consideration. The Burroughs blotters had no real competition from rival houses. Advertising men often say, "You can't get any direct results from blotter advertising. All blotters can do is to keep your name before the public." But the Burroughs salesmen cashed in on the leads from these blotters.

There's no patent on this house organ use of the blotter. Neither is it limited to concerns in the adding machine or similar lines of business. It will adapt itself just as readily to nearly any other line of buiness.

The National Cash Register Company is getting out a million copies of its house organ each month. The Packard automobile people are publishing free a ten-cent magazine to advertise their automobile. For your smaller business you can get much the same results they are after by using a series of house-organ blotters, with this important advantage besides that of economy, that your house organs will be kept right at the prospect's elbow until they are worn out, while theirs will be put in their place in the file.

The Prince George Hotel, Fifth Avenue, New York City, uses a series of blotters to demonstrate the special points of its service.

These blotters are attractively illustrated in two colors and are of a size that will fit into almost any box of writing paper. Hardly a patron leaves the hotel who is not a possessor of at least a couple of each number of the series. And they have proved an excellent means of getting the blotters into the right hands.

This idea, too, is not limited to use by hotels. It is quite as applicable to department store service, for instance. One blotter could tell of the comfort and convenience of the store's waiting and resting room; another of its arrangements for the speedy delivery of goods, and a third of the careful attention given all orders sent to the mail-order department. Such blotters are a permanent form of advertising and could be gotten up in a style equal to the Prince George Hotel blotters. A similar series of blotters should also prove very productive for a travel bureau, an express company, a photographer, etc.

A Boston shoe manufacturer uses blotters to announce the mailing of his catalog and the visits of his salesmen. The blotters announcing his catalog call attention to the special discounts it offers and to the completeness of his factory's in-stock department. Those announcing the salesman's visit are sent out the week before

he is to arrive. They feature the manufacturer's trademark and tell the dealer that his featuring a certain shoe is the way to draw the quality trade, to boost his reputation and to swell his profits.

Blotters should go out with all monthly statements, and with form letters announcing catalogs or booklets or the coming of salesmen. Wholesalers should use them in all their customer correspondence to give notice of special discounts and job lots. Retailers should use them to announce special sales or the arrival of new goods.

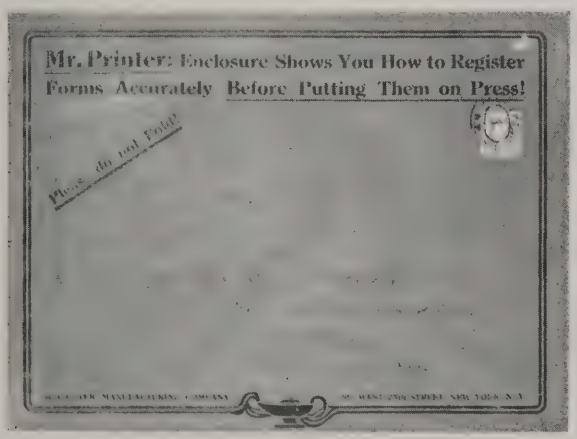
A blotter included in a booklet or catalog should call especial attention to the particular paragraphs or pages of interest to special classes of customers. Also it should suggest the booklet being read on the train or at home and so help it to avoid the wastebasket.

Salesmen should leave a blotter on all their calls. Blotters will remind the man who is interested and help educate the man who is not.

The booklet itself is a work of art and well calculated to arouse the interest and spur the ambition of any printer. Along with it come to my desk a number of samples of blotters printed on the Wrenn products, and all of which have made good. I am bound to admit that I do not quite approve of all of them—such, for instance, as the ones with cut-outs and made in irregular shapes, as I believe the general run of men who use blotters do not care for these things and will readily discard them for those of rectangular shape which are more easily handled—nevertheless, these all have a "punch" which I have thoroughly enjoyed.

✧ ✧

If you can convince a man that your printed matter tells him something which he wants to

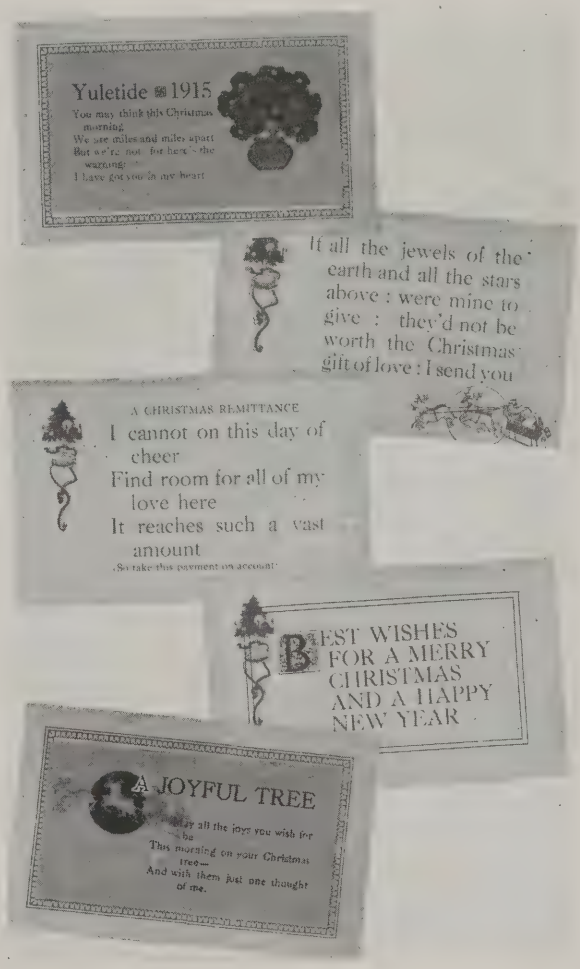


Getting Attention on the Envelopes

know, he will read it without fail. Here is the way the Schlueter Manufacturing Company gets the attention of those to whom it sends its printed matter regarding its imposing and plate registering system—by printing an "attention compeller" on the envelope in which the circular is sent out. Care must always be taken in preparing this kind of matter, however, as there is a constant temptation to put something on the outside which is not warranted by the enclosure. This will get attention for a moment, but there will come an immediate revulsion when a man discovers that he has been cheated, so to speak.

✧ ✧

A commercial concern with a printing department of its own, and apparently having at its


Yuletide 1915
You may think this Christmas morning
We are miles and miles apart
But a'r'n not for here's the warning
I have got you in my heart
If all the jewels of the earth and all the stars above : were mine to give : they'd not be worth the Christmas gift of love : I send you
A CHRISTMAS REMITTANCE
I cannot on this day of cheer
Find room for all of my love here
It reaches such a vast amount
BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR
A JOYFUL TREE
This morning on your Christmas tree—
And with them just one thought of me.

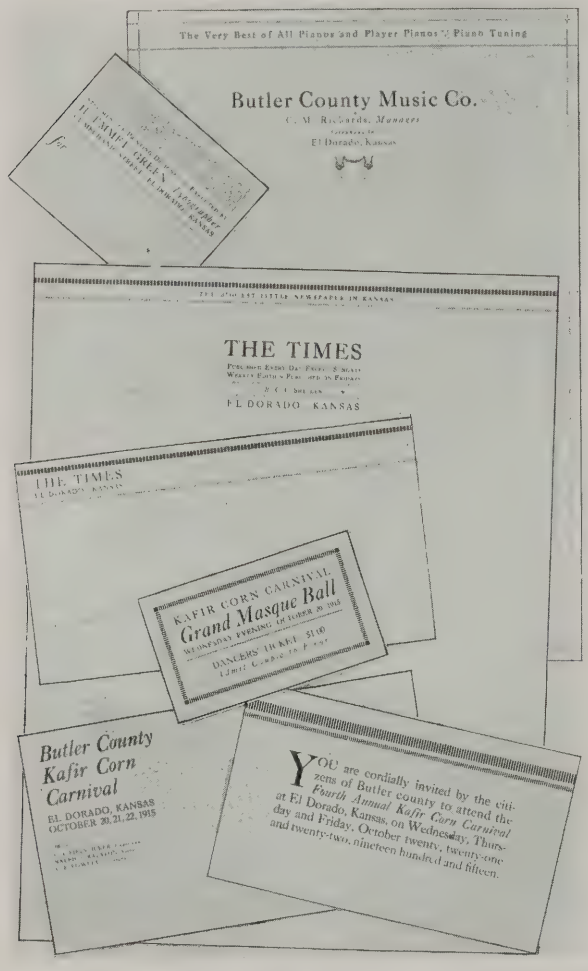
Holiday Cards as a Side Line.

head a wide-awake printer, is the Laramie Broom Works, Rawlins, Wyoming. This shop seems to do a line of outside work aside from that for its own organization, for the specimens I have received are principally post cards and motto cards. They are, I suspect the result of a commendable effort to use up the odds and ends of stock which are bound to accumulate in any shop. On some of the post cards an idea is utilized which is a little bit out of the ordinary for this class of work—that of printing the main body of the card on a panel of dark

stock and pasting it onto a mounting of lighter which has a border printed to fit the panel. The mount is the regular post card size of 3¼x5½ inches, while the panel which is pasted on is an inch smaller each way, giving it a margin of a half inch all around. On a few of the cards the presswork is not quite up to the standard, but most of them are very satisfactory.

✧ ✧

Without committing myself as to the state in general, I know that typographically there is one print shop in one town in Kansas which has nothing the matter with it. This is the office of The Times, El Dorado, Kansas, where


The Very Best of All Pianos and Player Pianos & Piano Tuning
Butler County Music Co.
THE TIMES
EL DORADO KANSAS
KAFIR CORN CARNIVAL
Grand Masque Ball
Butler County Kafir Corn Carnival
EL DORADO, KANSAS
OCTOBER 20, 21, 22, 1915
You are cordially invited by the citizens of Butler county to attend the Fourth Annual Kafir Corn Carnival at El Dorado, Kansas, on Wednesday, Thursday and Friday, October twenty, twenty-one and twenty-two, nineteen hundred and fifteen.

Some Good Kansas Work.

H. Emmet Green is holding forth as a typographer, and some of whose specimens are shown herewith. It is needless to say to those who look at them that they are eminently satisfactory, but no more so than a number of others which came in the same lot. It has been some time since I have been down in Kansas, but this kind of thing gives me a longing to see the state again.

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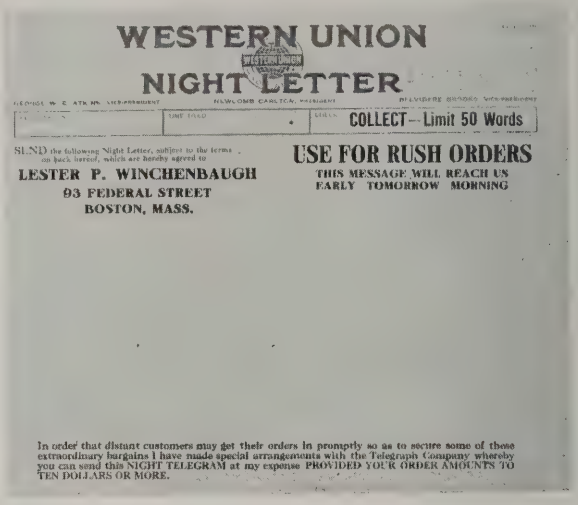
Human nature is so constituted that a telegraph blank will command attention. There is something about the familiar yellow paper which seems to fairly scream "Important!" at one. I have a friend who tried in vain for several months to get a business interview with a


WESTERN UNION
NIGHT LETTER
COLLECT—Limit 50 Words
USE FOR RUSH ORDERS
THIS MESSAGE WILL REACH US EARLY TOMORROW MORNING
LESTER P. WINCHENBAUGH
93 FEDERAL STREET
BOSTON, MASS.
In order that distant customers may get their orders in promptly so as to secure some of these extraordinary bargains I have made special arrangements with the Telegraph Company whereby you can send this NIGHT TELEGRAM at my expense PROVIDED YOUR ORDER AMOUNTS TO TEN DOLLARS OR MORE.

An Encouragement to Order by Telegraph.

certain man in New York. Finally in desperation he bethought himself of the attention-compelling qualities of the telegram; and though his office was but a couple of squares away, he sent the man a telegram, stating briefly what he had to offer and asking for an appointment. He got it. In the present instance the telegraph blank is utilized to accomplish more than get the attention of the recipient. For it is an actual telegraph blank to be used by the recipient to send a rush order to this Boston paper dealer who sends it out.

✧ ✧

The American Folding Machine Company of Warren, Ohio, says that there is more money in folding than there is in printing—and says

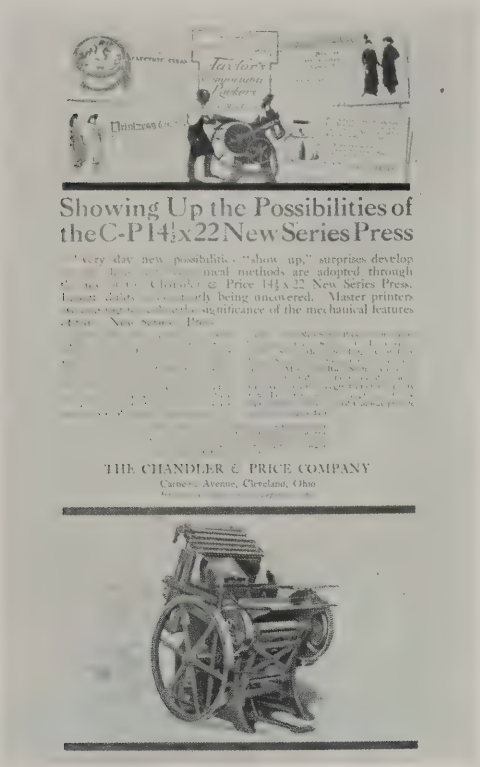
Effective Advertising for Folders.

it in such an attractive and "ladylike" way in a little booklet just issued that one is almost inclined to believe it, especially when the figures are all worked out for you. It is a mighty nice piece of printing, anyway; and as far as the

economics of the comparison is concerned, that is out of my province in this department.

⁂ ⁂ ⁂

The Chandler & Price people not only have



(8)

a good press, but they send out some good printed matter to advertise it. This is the latest which has come to my desk.

Our Service Department

WE HAVE but recently established a Service Department for the use of all our clients. The purposes of this department is to bring to your attention the advertising possibilities of blotting paper, and to help you in the creation of new business. ¶ To this end we are sending with this a portfolio of blotters. A glance at them will tell you how blotting paper can be used as an advertising medium, and we believe that it will help you materially in presenting new business-getting ideas to your customers. The only cost to this service is a nominal cost charge for the engravings. We are not attempting to make a profit on them, but will simply bill them to you for what they cost us, plus postage. Should you want any other cuts, for special uses, etc., our service man will be pleased to design them for you, at only the cost of the engraving. You can readily see how this service could be of benefit to you. Why pay for drawings when the plates will do as good? ¶ And we do not stop here. Should any printer want a campaign outlined, our department will readily and cheerfully take charge of it for him — lay it out, and specify the kind of copy, etc. ¶ Co-operation is the word of the day. The Standard Paper Manufacturing Company recognizes this and will do every reasonable thing to help you in your work. Of course, they expect you to specify "Standard" brands of Blotting in your work. But you will be the gainer, because the trend of our advertising, national and otherwise, will be to help the printer. ¶ Will you take advantage of our Service Department? We trust you will, and hope that you will do so in the near future.

STANDARD PAPER MANUFACTURING CO.
MAKERS OF FINE BLOTTING PAPERS
RICHMOND, VA., U. S. A.

Helping the Printer.

Getting back again to the subject of blotters, the Standard Manufacturing Company of Richmond, Va., is also sending out a handsome folder and some sample blotters to arouse interest in this class of printing. This paper company has a service department which supplies cuts for blotters at a nominal cost, and also assists printers in outlining blotter campaigns and preparing copy for them.

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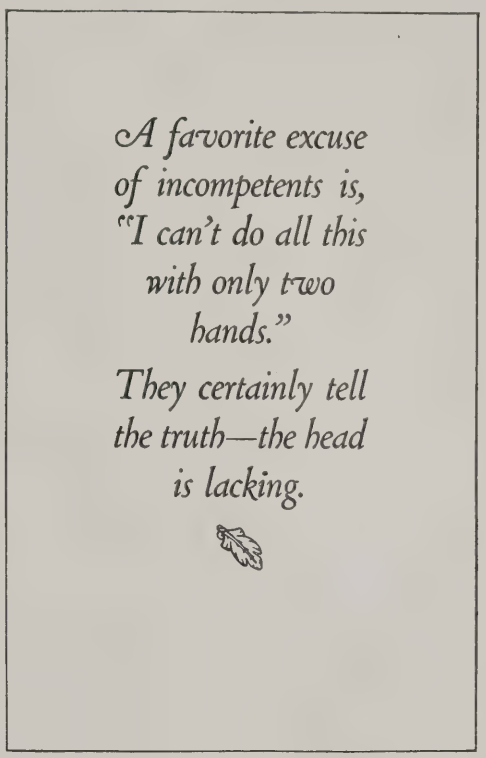
This attractively printed and forcibly written wall card comes with the last number of The Apprentice Printer, published at Indianapolis by the committee on apprentices of the United



A favorite excuse of incompetents is, "I can't do all this with only two hands."

They certainly tell the truth—the head is lacking.

Typothetae and Franklin Clubs of America. There are a host of printers who have never tried to print with anything but their hands—and hands alone never get one very far.

✧ ✧

THEODORE S. VALENTINE, DECEASED.

New York City, Nov. 12, 1915.

Theodore Searing Valentine, Vice-President and Secretary of the Sinclair & Valentine Co., died Thursday, Nov. 11, 1915 after an illness of only a few days. Born at Roslyn, Long Island, 1844. Mr. Valentine spent his entire business life in the manufacture of printers' ink and allied industries and was largely instrumental in building up the concern of which he was Vice-President. He was considered one of the most capable ink men of his generation. A man of simple habits, gentle nature and strong character with a fine sense of justice. Was loved by all with whom he came in contact. His memory will long be cherished by all who knew him. He leaves a widow and three daughters.

SINCLAIR & VALENTINE CO.

Christmas Hopefulness, Backed by Reports of Increasing Business and Helpful Improvements.

Business Waking Up.

BUSINESS is waking up all along the line. Strangely enough the largest cities have been slowest to feel the pulse of the nation, and responded slowly to the impulse which great crops at high prices, great war orders at the sellers own prices, a flood of money to be loaned at low rates, have given to to the nation's business.

The outlook for the coming year is more cheery than at any time since the Fall of 1912. The slow hand-to-mouth buying in the printing trades which has been a feature of last three years bids fair to give way to normal purchases. The business of the last three months has given gratifying proof of this desirable state of affairs. There is nothing the matter with Uncle Sam. He is hale and hearty and he has had a long rest which will make him a more vigorous element in the world's work than ever before. An awakened public believes more thoroughly than ever before in the value to the country of Big Business and Big Business is coming on the wings of the wind, and is coming to stay.—W. H. French.

HE WHO SAVES TIME, A BENEFACTOR

He who makes two blades of grass grow where one grew before is a public benefactor; and by the same token (inversely), he who reduces the number of pieces used around forms in the composing room with a proportionate saving of time, is doing a mighty good thing for the printer.

The Morgans & Wilcox Mfg. Company of Middletown, New York, is introducing a system along the foregoing lines which promises much. They assert that it is possible—though not always advisable—to lock up any form with four pieces only and without quoins, They accomplish this result through (1) the use of M. & W. safety job locks which fill and lock instantly any space between two inches and seven inches; (2) the M. & W. accurate iron furniture which comes in an assortment of sizes so that there may always be a piece the right size to fill any face; (3) M. & W. lock furniture, which, as the name indicates, is regular iron furniture containing a lock, which however, does not interfere with the use of the furniture in the ordinary way, regardless of the locking feature.

The very simplicity of this style of furniture commends it to practical men at the first glance, and because of the fact that accidents are rendered almost impossible, there is a great feeling of security attending its use. The company estimates that it can cut down the number of different pieces used by seventy-five per cent, eliminating quoins at a saving of fifty per cent in time of locking.

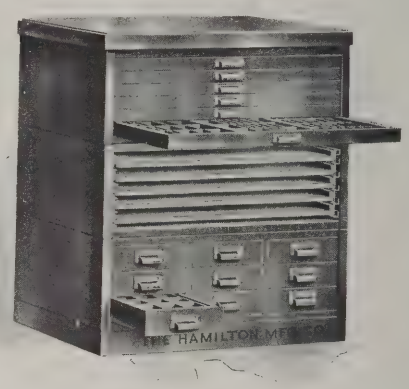
Another interesting accessory for printing and kindred lines brought out by the Morgans Wilcox Mfg. Co. is a new patent knife grinder for paper cutting machines. The company insists that much detriment has resulted from the common method of using the cutter blade until it was so dull it needed grinding, and, on the other hand, there was much waste in taking out the knife and grinding it away when it needed only a little sharpening to put it in good shape. The knife should be sharpened between grindings as the barber strops his razor between honings. It goes without saying that a knife constantly sharp adds to the life of the costly cutting machine as well as the quality of work done.

The M. & W. Grinder is scientifically constructed, quickly adjustable to meet any condition or size of machine and will, in ordinary cases, sharpen a blade in half the time of changing. Saves three out of four grindings.

The company report factory running at full capacity and increasing facilities. They are expecting a fine increase in business.

MEETING COMPLICATED REQUIREMENTS.

Printers' requirements become more complicated each year. This is partly due to more elaborate machinery being used in print shops and partly to an awakening on the part of printers to the necessity of real cost systems which show up losses in departments and create a demand for efficient equipment, the need of which was not heretofore felt.



The Hamilton Mfg. Co. is constantly producing equipment to meet these changed conditions—equipment with flexibility to meet present as well as future requirements.

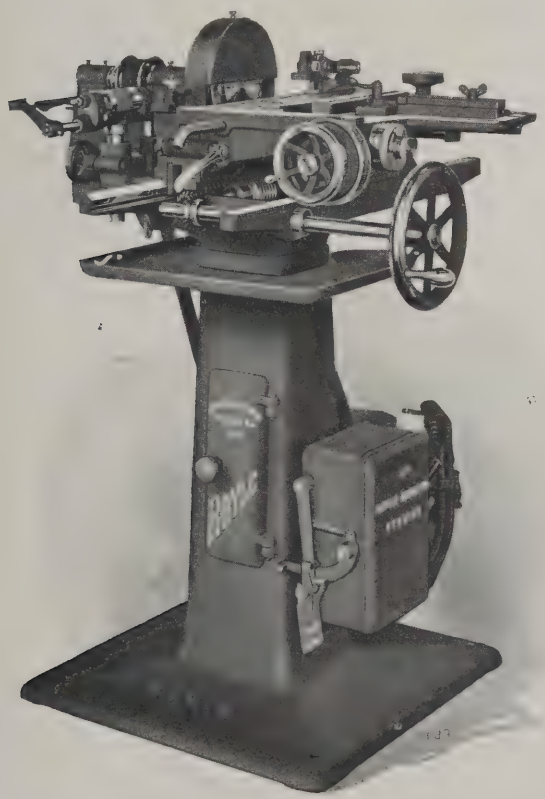
Examples of some of their late productions in steel equipments are shown herewith. The articles shown are made on the unit principle and give great flexibility in the designing of furniture for any purpose. These new articles are extremely practical, very low in price and will be appreciated no doubt by thinking printers.

THE OFFSET PROCESS GAINING IN FAVOR.

No more conclusive evidence that the offset process is gaining favor among printers is needed than the accounts which come to us of the new machines being installed to handle widely varying lines of printed matter. The Harris Automatic Press Co. of Niles, Ohio, has booked orders within the past month with Messrs. Walton & Spencer of Chicago for a 34x48, and are now installing in the Magill-Weinsheimer plant at Chicago the first four of 44x58 machines. A 34x48 Harris Offset is also being installed in the Uniform Printing & Supply Company of Chicago, and the Bankers Supply Company of Denver, which has just opened a branch in Chicago, has ordered two 28x42 Harisses. The Harris record of sales and shipments of offset presses during the past six months very fairly indicates the growing interest in the offset process among printers; while the sale of these machines to lithographers has been greater during the past year than it has at any time since this company started making offset presses eight years ago.

THE MICRO-EDGER A CHRISTMAS PRESENT TO THE PRINTING TRADES.

So far as printers and engravers are concerned, Patterson would be known only as a small round dot on the map of New Jersey, if it were not the home of John Royle & Sons, whose routing machines, routing



cutters, beveling and lining machines, circular saws, etc., are used the world over. One secret of the success achieved by this progressive concern lies in the fact that a year seldom passes without one or more valuable new ideas being brought forward by Vernon Royle, its president, who has to his credit some of the most helpful inventions and improvements ever made in the line of photo-engraving machinery.

This year he has responded to the demand for a machine that will enable printers and engravers to trim plates to even picas or fraction thereof, with a perfected form of rotary trimmer that leaves nothing to be desired in the way of time-saving conveniences for accomplishing this purpose.

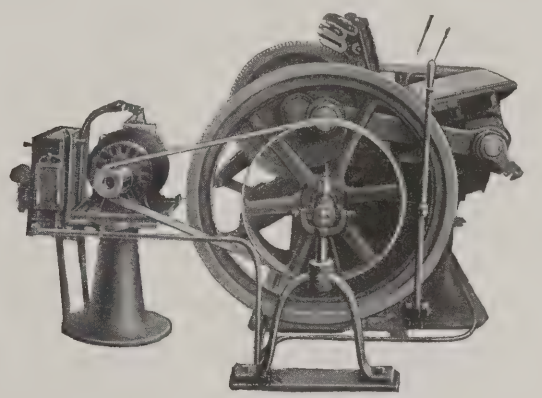
Foreseeing that the present rough-and-ready methods of trimming plates must soon give way to something more in keeping with the refinement and accuracy of modern printing practice, he has provided in the "Micro-Edger" a machine which, without loss of time, makes possible an accuracy of dimensioning equal to that of machine shop practice. An efficient attachment is provided also to aid in blocking plates square with the subject matter thereon.

On the matter of blocking cuts square Mr. Royle is somewhat of an enthusiast. He has a dislike for illustrations that represent water as running up hill, towers as defying the laws of gravitation, etc., and has long advocated greater care in this respect. By offering the Micro-Edger he now puts the proposition squarely up to printers. There is no possible excuse for inaccuracy in dimensions or alignment when this machine is used, and the printing trade can demand from engravers the same high standard of workmanship that is in turn demanded by buyers of good printing.

A booklet illustrating and describing the Micro-Edger is now ready and will be sent on request. Address John Royle & Sons, Patterson, N. J.

INCREASING CONFIDENCE SHOWN

The business of the Sprague Electric Works of General Electric Company is of such varied extent that it reflects in large measure the general business conditions throughout the country. The present indications show increasing confidence and a steady improvement.



This is true in the line of electric motor equipments for the printing and allied trades as well as in other industries, and should justify the editorial department in its efforts to arouse a general "Merry Christmas" feeling throughout the country.

SATISFIED WITH BUSINESS CONDITIONS.

Brooklyn, N. Y., November 20, 1915.

The National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

Gentlemen: In reply to your favor of November 17th, we are perfectly satisfied with the business conditions as applied to our manufactures.

We appreciate the fact that the general business is not up to the standard among the supply houses; but the fact that we have quite a volume of trade from all the different countries of the world keeps our factory running right up to full capacity all the time.

We have noticed this particularly since the advent of the unusual conditions in Europe.

We rather expected a falling off of trade but exactly

the reverse is the condition prevailing at the present time.

This was rather a surprise to us and if the orders come in as they have during the past year, we will certainly have our "Christmas pudding" and it will be "full of raisins," too.

While it is not generally known, Wetter was the first to incorporate a movable cipher in a type-high numbering machine, and, in fact, was the first to make an individually operated numbering machine; that is, with the plunger mechanism embodied in the single machine.

One of the surprises in this business has been that aside from the fact that Wetter machines are well built and have maintained a high standard for the past thirty years, the little depressible or movable cipher referred to has been instrumental in directing quite a number of large orders to us; even the purchasing agents of some of the largest concerns in this country, who, as a rule know very little about the internal mechanism of numbering machines, have placed their orders with us on account of this one feature alone.

We are sure that with your ability as paragraph writer that you will be in a position to get a few lines from the above that might possibly not only fill up space, but be interesting to your readers.

With best wishes for a big fat Christmas to yourself and every one else connected with your business, we remain, with best regards,

Very truly yours,
WETTER NUMBERING MACHINE CO.

MATERIAL IMPROVEMENT IN BUSINESS.

Pittsburg, Pa., Nov. 29, 1915.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago. Ill.

Mr. B. B. Herbert: In response to your request under date of November 16, 1915, for copy for your Christmas symposium of good cheer, we submit the following:

The Miller Saw-Trimmer Company reports a remarkable increase in orders during October and November over prior months of the year. Forty-nine orders for Miller Platen Press Feeders were placed during October alone. As the installation of a Miller Feeder doubles the capacity of the Chandler & Price press, this would indicate a very material improvement in the volume of platen press work. Business prospects for 1916 never looked better.

MILLER SAW TRIMMER CO..
E. H. HOLMES, Manager.

HOLIDAY PRINTING.

New York, November 19, 1915.

National Printer-Journalist, 4618 Ravenswood Park,
Chicago, Ill.

Dear Sirs: The immense amount of printed matter produced especially for the Christmas season must have a beneficial and stimulating effect on printers the country over.

For the services of many thousands of printing plants employing Linotypes, the Mergenthaler Linotype Company has issued a four page circular devoted to a display of the various border matrices and matrix slides particularly designed or especially suitable for use on holiday printed matter.

The showing covers such items as various holly leaf designs, candles, bells, stars, reindeer and Santa Claus.

Copies of the circular have been widely distributed but additional copies may be procured by anyone interested from the various agencies of the Linotype Company. Through these sources orders will also be handled with all dispatch.

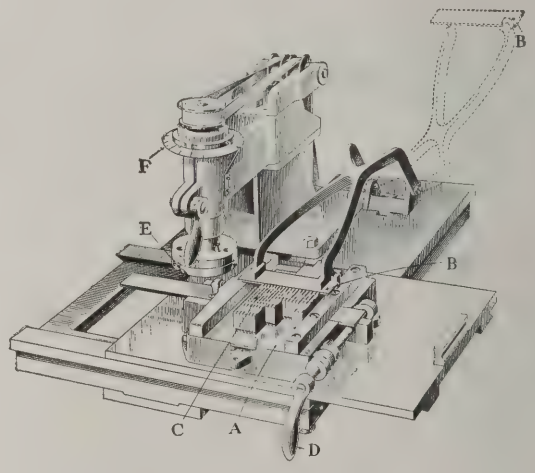
Yours very truly,
MERGENTHALER LINOTYPE COMPANY,
K. G. Martin, Publicity Department..

THE MILLER LINO SLUG ROUTER.

We are showing herewith illustrations of the new Miller Lino Slug Router that ought to prove of interest and value to readers of the National Printer-Journalist. The invention of groups of machinery to make existing machines more widely useful is an encouraging feature in the line of profitable exercise of modern inventive genius. He who broadens the usefulness of a costly press or machine is as much of a benefactor as he who makes two blades of grass to grow where only one grew before. Saving of time and creating greater efficiency are the great agencies of modern progress.

The Miller Lino Slug Router is furnished as an attachment for use with either the Special-Purpose or Universal Saw-Trimmer. It is easily applied and does not interfere with the cutting of slugs by the saw.

Groups of slugs in their proper order are placed in



the vise (A) and pushed against the straight edge (B) so that the type adjacent to the cut on every slug is registered in a straight line against this edge. The group of slugs (C) is clamped in place by operating the lever (D). The vise is then moved under the routing cutters (E) and the blank portion of all slugs is reduced to proper height at a single, straight cut. This holds true regardless of how irregular the shape of the reduced portion may be. Previous to routing, the thickness of the cut to be mounted is measured and the router adjusted vertically by its own micrometer (F). It thus routs the blank part of the slugs to a depth which will make the cut, when mounted directly on the routed portion, exactly type height.

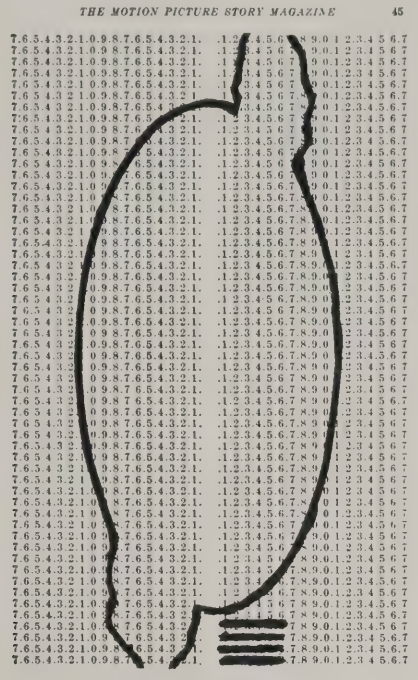
The slugs are afterwards realigned and locked up, the cut being mounted on the routed portion of the slugs and tacked directly to them. The base thus obtained is even, secure and gives exact type height. If the cut had been a line plate, electrotype, or a stereotype, the slugs would have been routed accordingly.

The slow and laborious individual cutting of each slug to its proper length and the need for a separate

block is done away with. Time is also saved in both lockup and make ready; better press work is secured, and storage space is reduced. The Lino Router is most efficient when installed as a separate machine.

The Layout Sheet.

To secure accurate run-around composition with the Lino Slug Router it will be found desirable to use



a layout sheet. A good form of layout sheet is shown above. It consists of a page the same size as the page of the magazine or other printed page, the type size,

lines and columns being represented by series of consecutive figures indicating the number of ems in the line. The first line of each column of the layout sheet is set up, enough slugs cast to fill the page, and proofs made. The cut, or a proof of the cut, to be mounted is laid face up on one of these layout sheets and is outlined, as shown. This marked layout sheet is then handed to the Linotype operator together with the copy for the page. The length of each text line to be set is expressed in ems and is evident at a glance. The rest of the line is quadded out.

The William G. Hewitt Press, Brooklyn, N. Y., users of the Miller Lino Slug Router, write as follows: "We have found from the use of this attachment for the first month that it has saved us at least 25% of the time making up the pages as well as saving the amount of metal of all half-tone cuts. From an efficiency standpoint it is a winner and we believe that eventually we will be able to save very close to 50% on the time."

"THE WORLD MOVES EVERY DAY"

Office of the Hamilton Manufacturing Co.

Two Rivers, Wis., December 9, 1915.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert:—Replying to your recent favor regarding Christmas article, which has been delayed owing to my absence from the city.

The average business man is too small a factor in the nation's affairs to influence the progress of business for the year one way or the other. Any forecast he makes is a wild guess. The heads of the large corporations such as the steel manufacturers, etc. probably would not tell what they know about inside conditions that might influence the year's business if they could.

There is one thing very certain that we are ready to bank on. Next year is not going to be the same as last year. The world moves every day. A year is a long time. As far as the printing business is concerned, there has not been a year since the writer has been connected with it but what some important change has taken place and he feels reasonably certain that 1916 will see more changes of equal importance.

The Hamilton Mfg. Co. is so certain that changes, possibly undreamed of at present, are going to take place it has designed its entire line of equipment with such flexibility of arrangement that it can most certainly be changed about to meet new conditions in the composing room, no matter what they may be. I think this is pretty good news for the printer who contemplates buying additional equipment.

Possibly you can weave a little story around the above thought that will make good reading in your Christmas number. If so, it will certainly be appreciated.

With kind regards and best wishes for your continued success, I remain,

Yours very truly,

THE HAMILTON MFG. CO.

(The suggestions are all right, but at this late hour, at least, we must leave to our intelligent readers the pleasant task of weaving the appropriate, possible, hopeful story around the above thought, and the other thoughts in this symposium, kindly furnished by advertising friends. It is ever profitable to consider existing advantages and conditions, and, therefor to forecast the possibilities of the future and to make the story thereof, bright and prosperous and happy by the use of all the means so lavishly provided.—Editor.)

THE HELPFULNESS OF A LIVE AD CLUB TO THE NEWSPAPER.

H. S. Sturgis, president of the Missouri Press Association and editor of the Neosho Times, recently told how the Times has been enabled to sell more advertising space at rates increased 25 per cent in addition to saving 5 per cent in the cost of composing room labor and knowing that the advertisers are getting results, due to the effors of the advertising club of Neosho.

Learning to write effective advertisements through the ad club, the merchants are getting increased results and willingly pay higher advertising rates. Little is wasted on non-productive copy and less time is lost in the composing room ascertaining what the merchants want. In addition, Mr. Sturgis says he has the personal satisfaction of knowing that the merchants are reaping returns from their advertising. He further states that the establishment of special sales days once a month by the ad club resulted in the loss of one and two page semi-annual clearance advertisements from the big stores, but that the advertising of the special sales days more than offset that loss. By these sales, the business of Neosho is stimulated, the merchants getting rid of goods which otherwise would remain on the shelves until time for a semi-annual clearance sale.

Members of the Neosho ad club do not believe the club could have accomplished what it has were it not for the fact that it is affiliated with the Associated Advertising Clubs of the World. How a local ad club helps newspapers is told in letters and literature sent out on application from the national headquarters of the Associated Clubs in Indianapolis.

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THE BUSINESS OUTLOOK.

If the general printing business can be guaged by the sale of composing machines, it is manifest that a great improvement has been made in the past few months. If it can be guaged by the interest and inquiries regarding composing machines and equipment indicated at this time, then the printing business will improve largely within the next two or three months.

One of the best indications of conditions is found in the fact that so many machine purchasers are taking advantage of the cash discount. This is accomplished in two ways, viz: with money already banked, or by borrowing money from the local bank at the same rate of interest charged on notes, thereby securing the benefit of the cash discount. This indicates that money conditions are much better with the banks, for a year ago borrowing of money under similar conditions was impossible.

Payment of open accounts may also be expected with more certitude than for years past, and credit privileges are less abused. It is the observation of the writer that the printing business is on a much better and higher plane than heretofore; there is a greater respect for obligations assumed, and greater desire to be fair and just, a better and clearer understanding of competition, and withal a higher standard of business ethics.

We believe, also, there is a growing appreciation of the relief from the more or less intolerable conditions found in the composing machine field, before the advent of the Intertype. Owing to this appreciation, and the inherent desirability of the Intertype as an economical factor in the printing industry, immediate and ultimate business prospects of this company are altogether bright and satisfactory.

C. D. MONTGOMERY, Manager Chicago Agency,
International Typesetting Machine Co.

WHEN THE GOVERNOR OF KANSAS AND THE PROSPECTIVE GOVERNOR OF OKLAHOMA MET.

When Arthur Capper, Governor of Kansas, and John Fields, the late candidate for Governor of Oklahoma, "met up" recently, their conversation was not exactly of the same nature as the famous conversation between the governors of the two Carolinas.

Quite the contrary. It was to the effect that "in union there is strength," and they decided to combine their two Oklahoma semi-monthlies—the Oklahoma Farmer and the Oklahoma Farm Journal.

After the deal was closed, John Fields of the Oklahoma Farm Journal felt so lonesome that he jumped back into the bramble bush and became Editor-inChief of the consolidated papers.

It's a good team.

There is no man in Oklahoma better known to farmers and business men alike than John Fields. He is recognized as the state's leading authority on agricultural matters. For nearly twenty years he has been closely identified with the interests of the farmers of that state and has done more than any other man in shaping its farming policies and methods. He has perhaps addressed more gatherings of farmers than any other five men in the state. For seven years, he was director of the Oklahoma Experiment Station, during which time he was also business agent for the Agricultural College. He ran for governor championing a hopeless cause and at that came mighty near being elected.

With the consolidation of the two Oklahoma papers, Mr. Fields has greater opportunities than ever before, and he'll make the most of them.

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REORGANIZATION OF INTERTYPE COMPANY.

Two important announcements in connection with the Intertype Company were made the past month, the first being that of reorganization. It seems that the stock of the new company was oversubscribed, and that the stockholders are all men well known in the financial world. The working capital of the new company is ample, while their banking connection is such that no unforseen contingency will ever affect the financial standing or credit rating of the company. Coincident with this announcement of reorganization, comes also the court decision sustaining the lower court in all its points favorable to the Intertype, and reversing the lower court on all points favorable to the Linotype, with the one exception of the mold bank, which part was long ago displaced with an improvement by the Intertype Company.

Users of Intertype machines, as well as the printing trade generally, will feel relieved and greatly pleased at the outcome of the patent situation, and the assurance of the unqualified stability of the new company.

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Among the house organs reaching our desk recently, is found a copy of Intertype, put out by Manager Montgomery, of the Intertype Chicago Agency. The

last number. beside an interesting reference to reorganization, has an instructive article on the care of machines, as well as standardization. We understand that each issue will contain an instructive article in reference to care and operation of composing machines, as well as matter of general interest to the printing trade. It is sent free to any one in the trade. upon request to the Chicago Agency of the Intertype Company.

* * *

ANNOUNCEMENT.

Mr. Edward A. Tracy, for the past seven years well and favorably known as manager of the St. Louis branch of Barnhart Bros. & Spindler, assumes charge of the branch at Chicago. on December 1st.

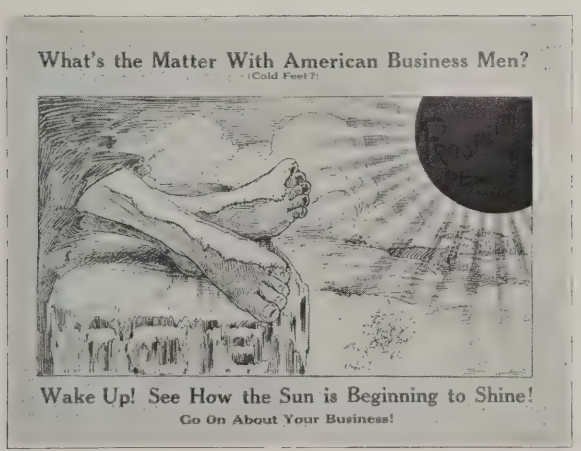
Mr. Tracy is succeeded as manager of the St. Louis branch by Mr. Harry T. Mathews. who is well known to customers and the trade in general through his connection of several years with that office.

Mr. Mathews somes to his new position with a full knowledge of the wants of the printing fraternity in general and the St. Louis territory in particular. Friends and customers of the company may depend upon receiving from him the same careful and courteous attention to which they have been accustomed, and their cordial support is requested.

* * *

A REPORT THAT SHOWS ENCOURAGING PROFITS AND PROSPERITY.

The report of President Philip T. Dodge on the business of the Mergenthaler Linotype Co. for the past year, shows encouraging profit and prosperity in business under existing conditions and indicates that print-


What's the Matter With American Business Men?
(Cold Feet?)
Wake Up! See How the Sun is Beginning to Shine!
Go On About Your Business!

ers and newspaper makers are far from falling very far behind in the world's work and progress. The net gain of the company for the year, after making all proper charges and reductions, amounted to the neat sum of $1,467,015.15. This gain is in face of the stated fact that "The European war and the consequent disorganization of business conditions throughout the world has resulted in a serious disturbance of the business of the company and in a very substantial reduction of profits for the time being,"

The report makes the further interesting statement.

"Financial and social conditions in Europe are such as to prohibit the purchase of machines in those countries in which the principal sales have heretofore been made. Aside from this, the closing of many ports, and the legislative prohibition of trade between the different countries, have been such as to prevent not only the foreign sales of machines made in the American works, but also reduce the sales of machines built by the foreign companies, and

"The European complications are reflected in great financial and business disturbances in Australia, the South American countries and Canada, and in the consequent inability of the printers to purchase machines in such countries in the usual numbers. In Mexico internal disorders have prevented any business from being done.

"Within the United States, through a large part of the year, there has been a serious depression in the printing industry; particularly in the newspaper field, in which the volume of advertising, the only source of profit, was greatly reduced. As a result of these conditions the ability of the printers to purchase has been affected, and many sales which were in prospect failed of consummation. Notwithstanding such depression in business, the company has been able to extend very great aid to customers, particularly in the South, on the Pacific Coast and throughout Canada, by extending almost without limit their obligations, and the company has received many expressions of appreciation in consequence.

"The relations with our workmen have remained harmonious, and will, it is believed, so continue, notwithstanding the mischief making efforts of outside agitators.

"All workmen in the service of the company are insured for the benefit of their families or dependents and at the expense of the company for an amount equal to one year's pay. Beyond this, the company has contributed largely to the Mergenthaler Mutual Aid Society, composed of workmen and having its object the assistance of the sick and helpless. * * *

"There is every reason to believe that with improving commercial conditions in the United States, and a revival of the printing industry, the sale of your machines will increase. It is a gratifying fact that the domestic business within the year has been greater than in most lines of printing machinery.

"In conclusion it may said that, considering the existence of world-wide disturbances, far exceeding anything known in history, and affecting capital, business and social conditions the world over, the business of the year has been better than could have been reasonably expected."

* * *

The printers of America are under great obligations to the American Type Founders Company for the useful and artistic type faces that their trained, broadly-informed artists have designed. The designing of a really valuable, durable, serviceable, attractive type face and then the engraving the punches, making the matrices, casting the type and putting the same on the market involve heavy expense as well as broad knowledge of the useful art of typography and of the demands of modern publicity, publishing companies business that must be intelligently met by printers. The Caslon Old Style and the Cloister Old Style shown in two title page specimens in this issue of the National Printer-Journalist will command the highest approval of the best printers, who give careful examination of the page on which they are shown in this issue.

ADOLPH OCHS.

Publisher of the New York Daily Times.

"The World's Best Newspaper."

One of the Speakers at the Approaching Convention of the National Editorial Association, New York City, June 19-21, 1916.

Mr. Ochs of the New York Times is well known to the readers of the National Printer-Journalist. In July 1891, he delivered an address before the convention of the National Editorial Association that was published in Volume eight of this journal, together with his

Adolph Ochs
Publisher N. Y. Times, "The World's Best Newspaper."

portrait and his biography. He was then editor and publisher of the Chattanooga Times. His subject was "Interior Dailies," and President E. W. Stephens had selected Mr. Ochs to present an address on the topic on account of the already known success he had made in the publication of his Chattanooga paper. The address met with an enthusiastic reception and endorsement and excited much favorable comment throughout the country and is still quoted. We understand that Dean Williams, of the School of Journalism of the University of Missouri, uses the same in his classes as a help and inspiration to the students who are preparing to enter upon this arduous and responsible calling. It will be just twenty-five years next summer since Mr. Ochs delivered his first address and he has consented to appear again before the Association in New York City at the Thirty-first Annual Convention. His past twenty-five years have been rich in experiences and successes and the silver anniversary of the great St. Paul Convention will be made more noted and useful by his presence and wise counsels. We have intentionally used the words "The World's Best Newspaper," in our heading, and with firm conviction. However, the statement is not original with us. We borrowed the phrase from a manufacturer in Chicago, whose brother is a United States Senator from a Western state. He takes the New York Times regularly, because, as he informed us himself, that he deems it "The World's Best Newspaper," and we heartily agree with him.

Aldoph S. Ochs was born in Cincinnati, Ohio, March 12, 1858. His father, Julius Ochs, came from Fürth, Bavaria, to America in 1844, enlisted for the Mexican war, was a Federal officer in the civil war, and was honorably disharged as Captain of the 52d Ohio Volunteer Infantry. His mother was born in Landau, Germany, coming to America when in her 'teens. The family removed to Knoxville, Tenn., in 1865. Adolph was given a common school education. Printing especially attracted him, and in 1869, when the Knoxville Daily Chronicle was established, he was given a route as carrier boy. In October, 1873, he obtained a position as "devil" in the Chronicle office at a salary of $3 per week. He soon became a good printer, and in the Fall of 1875 accepted a position in the job printing office of the Louisville (Ky.) Courier Journal, which he gave up within a year for one in the composing room of the Knoxville Tribune. In May, 1877, he became connected with a new journalistic venture at Chattanooga, Tenn., the Daily Dispatch, for which he was general utility man during the brief career of that paper, filling every position from "devil" to editor-in-chief. In 1878 he published a city directory of Chattanooga, and July 1 of that year he acquired the Chattanooga Daily Times, then a struggling newspaper without credit or influence and with scarcely any patronage. With $250 and sundry promises to pay he purchased a half interest and assumed complete control. He manifested a peculiar genius for journalism, and from the very start the journal developed in circulation, influence, and business, and in two years he was able to buy out the remaining half interest. The Times had been established in 1869, and had changed proprietors almost every year. When it passed into Mr. Ochs's hands it was considered a practically worthless property. His half interest cost him but $1,750 in 1878.

for the other half, a year later, he had to pay $7,500, so rapidly had its value appreciated. Under his management the Chattanooga Times attained success in every direction, and has been so closely identified with the progressive spirit of the new South that it has won the sobriquet of "The Times—that made Chattanooga." In 1888 it sent out the first special news train run in Tennessee. The "Times" Building at Chattanooga. the Tennessee. The "Times" Building at Chattanooga, the handsomest structures in the South. Mr. Ochs established the Tradesman in 1879. At the meeting of the National Editorial Editorial Association at St. Paul, Minn., in 1891, he delivered an address on the subject of interior dailies, which excited much comment through the country. He was at one time a member of the Chattanooga Board of Education. In the Fall of 1891, when the Southern daily newspapers organized a Southern Associated Press, he was elected Secretary, Treasurer, and General Manager.

On August 18, 1896, Mr. Ochs acquired the majority stock of the New York Times Company and became controlling owner and publisher of the New York Times. In taking over the management he announced these principles of journalism:

> It will be my earnest aim that The New York Times give the news, all the news, in concise and attractive form, in language that is permissable in good society, and give it as early if not earlier than it can be learned through any other reliable medium; to give the news impartially, without fear or favor, regardless of party, sect, or interest involved; to make of the columns of The New York Times a forum for the consideration of all questions of public importance, and to that end to invite intelligent discussion from all shades of opinion. * * * There will be no departure from the general tone and character and policies pursued with relation to public questions that have distinguished The New York Times as a non-partisan newspaper—unless it be, if possible to intensify its devotion to the cause of sound money and tariff reform, opposition to wastefulness and speculation in administering public affairs, and in its advocacy of the lowest tax consistent with good government, and no more government than is absolutely necessary to protect society, maintain individual and vested rights, and assure the free exercise of a sound conscience.

The New York Times steadily grew in power, influence, circulation, and business, and in 1911, on the occasion of the fifteenth anniversary of Mr. Ochs's management, the announcement was made that the circulation exceeded 200,000 a day. The progress of The Times under Mr. Ochs's management was shown in the following figures:

Year.	Circulation.	Lines Advertising.
1898	25,726	2,433,193
1899	76,206	3,378,750
1900	82,106	3,978,620
1901	102,472	4,957,205
1902	105,416	5,501,779
1903	106,386	5,207,964
1904	118,786	5,228,280
1905	120,710	5,953,322
1906	131,140	6,033,457
1907	143,460	6,304,298
1908	172,880	5,897,332
1909	184,317	7,194,703
1910	191,981	7,550,650
1911	200,000	8,050,100

On the occasion of M. Ochs's fiftieth birthday (March 12, 1908) seven hundred employes of The New York Times individually autographed the following address, which was presented to him:

> To Adolph S. Ochs upon his fiftieth birthday. Your friends of The New York Times offer their congratulations, the expression of their good will, and the assurance of their esteem upon your fiftieth birthday. In their daily relation of co-workers they have found you just, considerate, resourceful, enlightened of view, undaunted by difficulties, and unspoiled by success, preferring always the straight and open way to the path of indirection, as mindful of public responsibility as private duty, loyal to principle even at the cost of present advantage: and they are prompted by sentiments of very real friendship and respect to tender you in this way their good wishes. They invoke for your coming years that full measure of honorable success, of prosperity, of health in your home, and contentment in your toil that has blessed the first half-century of your life.

In 1890 Mr. Ochs published a daily edition of The New York Times at the Paris Exposition. In 1901 he purchased the Philadelphia Times, and in 1903 purchased The Philadelphia Public Ledger and consolidated the two newspapers. He was one of the incorporators of the Associated Press, and since 1890 has been a member of its Board of Directors. In 1905 Mr. Oches erected the Times Building at Forty-second Street and Broadway, and in recognition of this great enterprise and its architectural triumph—the Times Building being the first "skyscraper" in the city of pleasing architecture—the name of the square the building faces was changed by city ordinance from Long Acre Square to Times Square. The Times Annex Building on West Forty-third Street was built in 1912.

In 1883 Mr. Ochs married Miss Iphigen Miriam Wise, daughter of Rev. Dr. Isaac M. Wise of Cincinnati, Ohio. They have only one child, a daughter, Iphigene, born 1892. Residence, 308 West 75th Street.

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TRIBUTE TO E. C. PERRY.

Associate Owner and Publisher of The Maury Democrat, Columbia Tenn.

Edward Campbell Perry, associate owner and publisher of the Maury Democrat, Columbia, Tenn., died at his home in Columbia, Tenn., Monday night, December sixth.

Mr. Perry had been confined to his bed for fourteen months and had been in declining health for several years previous. Though physically handicapped for business activity, his constant attention to the business interests and to the affairs of the office were valuable and noticeable to his last hour on earth. Mr. Perry was 56 years and 6 months of age, and is survived by two brothers, Lynch Perry, of Columbia, and William Kemp Perry, of Grandfield, Oklahoma.

In 1888 he became associate editor with his brother, Lynch Perry, in the publication and management of The Maury Democrat, the business of which has been entirely successful, much of the success attained being due to his energy and ability. His duties were in the business department and his attention to the details, his keen business acumen, his untiring energy and his uniform courtesy told for the paper's marked success. He was a man with the highest regard for honesty in dealing with his fellowman and no condition nor circumstance could lead him to deviate from that course.

During his last hours he found pastime and comfort in advising with his employes and assisting them with his directions and suggestions. His last attentions, in a business way, were to the Christmas edition ot the paper.

The issue of the paper of December ninth contained the following tributes to the memory of Mr. Perry that ought to prove an inspiration to all newspaper workers in this Christmas time that signifies and emphasizes loving service and sacrifice and awakens in all the highest ideals of life and the pleasantness of useful work.

"In the shadow of a great bereavement are these lines penned. Bowed down by the sense of a keen personal loss, we place on the press this issue of the Democrat, a paper that owed so largely its early development, its distinctive quality, its maintenance, to the untiring devotion of him whose hand is stilled today in death.

"We cannot measure in words all that this loss means to us, nor can we fittingly express the sorrow that we know full well has come to the hearts of a host of friends who knew and loved Edward Campbell Perry. In no respect was his nobility more in evidence than in his grateful and tender appreciation of such friendship.

"Long years are the test of a man's character and worth. Here Ed Perry lived, and he labored, and he died. His useful and honest and unselfish life is an open book to be read of all. While we sorrow, we yet thank God for the influence which cannot perish of a life that was scrupulously honest, that was given unstintingly for the public weal, and that was guided by that broad charity and sympathy towards individuals which is ever the mark of the finest manhood.

The true gentleman is gentle. It was not Ed Perry's nature to harm by word or deed. A further distinctive trait, worthy indeed of our comment, was his essential purity of nature. He had the delicacy of a woman, the soul of a knight.

"As a knight, he not only kept himeslf pure, but he had a knight's lion-hearted courage. With a weary and stricken body, year in and year out he has fought the grimmest fight man can fiight, that against remorseless and disintegrating disease. Yet he yielded no inch to the enemy. In the very closing hours of the day which was to be his last on earth Ed Perry busied himself with the work which had been his life's passion, and over his bed at life's very end were strewn papers and proofs of what were to enter into this and, by a strange irony, the Christmas edition of the Democrat. In harness to the last! Doubtless he himself would have so willed It.

"Falteringly, imperfectly, we thus state the departure of Edward Perry. God rest his soul in peace!

MR. E. C. PERRY.

"Though there is consolation in the fact that death is but the golden key that opens the palace of eternity, the severing of flesh and blood friendship that has its inception when the heart is young and most susceptible to the influences of those with whom we come in contact occasions a wound that the effect of the influence alone can relieve. Having been associated with Mr. E. C. Perry for more than half a score of years, and having learned and enjoyed the unusual traits of character that made him the ideal man in many respects, an affectionate regard for him that grew with years, occasioned a painful heart at his passing away. Conscious that the end was near, Mr. Perry knew of but one remedy against the fear of death that would stand the test—that is, a good life, a clear conscience, an honest heart and a well-ordered conversation. He loved to talk with his friends and his greatest regret was that his condition was not such as would be best for him to exert himself during his last few days. Saturday and Sunday he was solicitous for me to remain constantly with him and though never having expressed any feeling of the approach of the end, in conversation about office affairs, he submitted two poems that he had clipped and wanted them reproduced in this paper:—"My Prayer," and "The Time is Short." He never liked to talk of his condition, but found expression in the two poems that he suggested be reproduced. Monday night at seven o'clock he felt he had but a little while here and wanted to again talk over business matters. Hourly until eleven o'clock, he would have something to say and pleasantly called to hear. He requested that he have as much relief during his last hour as possible and quietly and peaceably, he passed away, smiling to those nearest him.

"His devotion to his brother and business partner, Lynch Perry, was as that of a mother's; his interest in and consideration for his friends was that as only a model man can have. It has been said that the best portion of a man's life is his little, unremembered, nameless acts of kindness and love and in Mr. Perry's life, they reached their superlative. In the intercourse of social life, it is by little acts of watchful kindness recurring daily and hourly, by words, tones, gestures, looks, that affection is won and preserved. There cannot be a nobler heritage than his influence.

ASHLEY SOWELL.

The following are the poems selected by Mr. Perry with the request that they be published in the paper after his death:

"THE TIME IS SHORT."

"'But this I say, brethern, the time is short.'
"I sometimes feel the thread of life is slender,
And soon with me the labor will be wrought;
Then grows my heart to other hearts more tender—
The time is short.

"Up, up, my soul, the long-spent time redeeming;
Sow thou the seeds of better life and thought;
Light other lamps while yet the light is beaming—
The time is short.

"Think of the good thou might'st have done, when brightly
The suns to thee life's choicest seasons brought.
Hours lost to God in pleasure passing lightly—
The time is short.

"The time is short! Then be thy heart a brother's
To every heart that needs thy help in aught!
Soon thou may'st need the sympathy of others:
The time is short.

"If thou hast friends, give them thy best endeavor,
Thy warmest impulse and thy purest thought,
Keeping in mind, in word and action, ever,
The time is short.
"Then up, my soul, time's shade will soon be falling,
Some good return, in latter seasons wrought;
Forget thyself when duty's angel calleth—
The time is short.

Unknown.

M YPRAYER

O Lord, I pray
Wilt make my life both strong and clean;
Make me to see
He best serves Thee
Who lives aright the life unseen.
The tempter near,
Let me not fear,
But bravely stand 'gainst all that's wrong;
Of grief and care
Give me my share,
And with them strength to sing a song.
And when at eve
My tasks I leave
And watch the low descending sun;
As the soft light
Fades into night,
Let me but hear Thy glad "Well done."

—Exchange.

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A LIVING MONUMENT

[From Leslie's Illustrated Weekly Newspaper, December 9, 1915]

At a recent meeting of the trustees of the Lincoln Memorial University, held in New York City, plans were adopted for the extension of the institution along systematic lines. The plans are the work of W. H. Manning, a leading architect of Boston, who is deeply interested in the work of this unique institution, which stands as a living monument to Abraham Lincoln.

Lincoln Memorial University has as its mission the education of the class of people from whom our great martyr president sprang—the mountaineers of the Appalachians. It is located at Harrowgate, Tenn., near where the states of Virginia, Kentucky and Tennessee meet. About 18 years ago a little group of enthusiasts headed by the late General O. O. Howard, took out a charter and bought a magnificent property two miles from the town of Cumberland Gap. After many sacrifices and tribulations they paid for the land and have since been developing the school, which now has an average attendance of about 400, one-third of whom are girls, and a total yearly enrollment of about 750. The wide-discrepancy between the enrollment and the average number of students is due to the poverty of the mountaineers. Many of the students cannot attend throughout the year, even though the expenses for a 12 weeks' period may be held to a minimum of $37.

The boys and girls for whom this institution is planned are the best native stock of this country. Many of them come from homes that are nothing more than cabins, but they have a lineage that runs back to the original British immigrants of pre-Revolutionary days. These mountain districts were settled largely by Scotch and Scotch-Irish stock, and so remote and inaccessible are they that the population has continued for nearly 200 years with very little outside influence. The simple ways of the pioneer forefathers still continue, and the speech is the English of the eighteenth century. Blood-feud still survives, but is gradually giving way under outside influences, chief of which are the educational advantages of such institutions as Lincoln Memorial University.

These simple, hardy, honest people are as a rule very poor, partly because of the natural disadvantages under which they live, and partly because they have not kept pace with the industrial development of the rest of the country. They were never a slave-owning people and during the war between the States they were mostly loyal to the Union. Over 200,000 mountaineers from secession States were in the Union army.

The boys and girls of this region are eager for educational advantages and make great sacrifices to attend school. Lincoln University maintains a large farm where many earn their expenses. Much stress is placed upon manual training. George A. Hubbell, Ph.D., is president. Among the trustees is Benjamin B. Herbert, of Chicago, Founder of the National Editorial Association, who is an enthusiastic friend of the University. The plans completed for its development will, when realized, make it one of the best-equipped of Southern Universities, devoted, as its charter says, "to make education possible to the children of the humble common people of America, among whom Abraham Lincoln was born."

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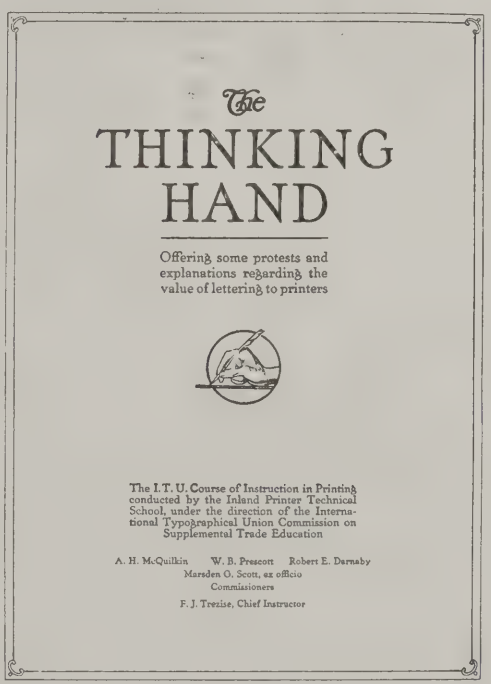
Benjamin Franklin said, "Keep your shop and your shop will keep you." Had he lived in this age of expensive machinery and appliances, he doubtless would have said, "Take care of your equipment and your equipment will take care of you."


The
THINKING
HAND
Offering some protests and explanations regarding the value of lettering to printers
The I.T.U. Course of Instruction in Printing conducted by the Inland Printer Technical School, under the direction of the International Typographical Union Commission on Supplemental Trade Education
A. H. McQuilkin W. B. Prescott Robert E. Darnaby
Marsden O. Scott, ex officio
Commissioners
F. J. Trezise, Chief Instructor

Some one has described the Wisconsin anti-state advertising law as legislating truth into printing ink. Wise and judicious advertisers find it profitable to put truth into printer's ink without any compulsion or direction of legislative enactments.

"The Joyous Spirit of Winter in America—1915-1916"

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

POSITION WANTED—Newspaperman with 8 years' experience as reporter, city, telegraph and managing editor, wants job with afternoon paper. Best of references from newspaper owners and banks as to character and ability. Not a roamer, a boozer or a four-flusher. Writer whose work has attracted attention. Want steady place with chance for advancement. "N. W. S.," care National Printer-Journalist.

NEWSPAPER AND JOB OFFICE in Western Oregon, doing splendid business. $1,150, no terms. Address, Box L. F. T., National Printer-Journalist, Chicago, Ill.

WANTED—CATALOG LOOPING MACHINE manufactured by Ward & McLean. Address W. M., National Printer-Journalist, 4620 Ravenswood Ave., Chicago.

"NEWSPAPER REPORTING" is an excellent book of definite instructions (intensely practical) for small-city and country newspaper reporters and correspondents, but contains much of value to all news writers. Price, $1.00; send a dollar bill now at my risk. W. L. Taylor, Publisher, York, Pa.

FOR SALE—ONE HARRIS 2-COLOR PRINTING PRESS—Will print sheet 28x42 and produce 5,000 per hour. Has been used only five months—practically new. An exceptional bargain. Address, H. C., care National Printer-Journalist.

JMB
CARTOONS, COVER DESIGNS
SPECIAL HEADINGS
BAER
BEACH, N DAK.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

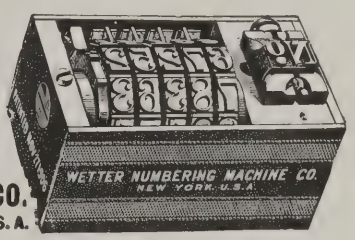
WETTER Numbering Machines

For use on Printing Presses to Number and Print at One Impression.

THE PRINTER in the smaller cities and towns who is compelled to send work out to be numbered experiences delay in having the work done and simply gives away the profit that could be retained by doing it in his own establishment. PRICES FROM $5.00 UP

No 12356
FACSIMILE IMPRESSION

BUY ONE NOW



Sold by ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, New York, U. S. A.

KTF

A PRINTER We know says that it's his job to please his customers. He is 100 per cent. right. ¶ It's our job to help printers please their customers, and we are endeavoring to make our part 100 per cent. right. ¶ Try us out and see how you rate our service

Philadelphia New York Boston Chicago
Detroit Atlanta Kansas City San Francisco
Keystone Type Foundry

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

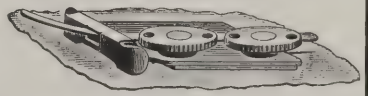
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan.

Only $4.80.

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE AMERICAN PRINTER

ISSUED SEMI-MONTHLY

A News, Technical and Business Journal of the Printing, Publishing and Related Businesses

The Oswald Publishing Company, John Clyde Oswald, President, has purchased The Printing Trade News, of New York, and the Master Printer, of Philadelphia and has merged these two publications with THE AMERICAN PRINTER, which will hereafter be issued twice a month.

THE AMERICAN PRINTER will be a news, technical and business journal for executives—the employer, the superintendent, the foreman and workman whose vision extends to executive positions and print-shop ownership. It will review the entire field, including the latest ideas in general advertising, and will give especial attention to good typography. Good printing of all kinds will receive consideration and by means of inserts actual examples will be presented.

Editorially, THE AMERICAN PRINTER will continue its policy of having its text pages interesting and human. "Better" is its shibboleth—better printing, better prices, better business methods, better working conditions, better employers, better workmen, better apprentices!

In brief, THE AMERICAN PRINTER will be better than ever.

$3.00 A YEAR IN THE U. S. A. 20c A COPY.

OSWALD PUBLISHING COMPANY
344 West Thirty-eighth Street, New York.

The Pacific West in 1915

More Printing plants, more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915.

PACIFIC PRINTER AND PUBLISHER
440 Sansome Street
San Francisco

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinders' Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co. 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 200 Fifth Ave., New York; 315 Dearborn St., Chicago; 185 Summer St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

BUCKIE PRINTERS' INK Co., 714-716 S. Clark St., Chicago, Ill.

THE QUEEN CITY PRINTING INK Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F E. OKIE Co. 124 Kenton Place, Philadelphia, Pa.

Brass Type

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Linotype Supplies

PRINTERS' SUPPLY Co., 23 Duane St., New York. L. D. Dooley, Mgr.

Lino-Typewriter

BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter and Linotype keyboard (for printers and Linotype operators). You've wanted it for years! Here it is! Cash or payment.

Newspaper Opportunities.

WANNER MACHINERY Co., Newspaper Properties Dept., 703 S. Dearborn St., Chicago. Confidential Correspondence with prospective buyers and sellers. Forty years exerience.

Paper Cutters

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

CHANDLER & PRICE Co., Cleveland, Ohio.

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 194-196 Fifth Ave., Chicago, Ill.

GOLDING MFG. Co., Franklin, Mass.

PAVYER PRINTING MACHINE WORKS, 600-602-604 South Broadway, St. Louis, Mo.

OSWEGO MACHINE WORKS, Oswego, N. Y. Cutters exclusively. The Oswego, The Brown & Carver, The Ontario.

Printers' Rollers and Composition

BUCKIE PRINTERS' ROLLER Co., 714-716 S. Clark St., Chicago, Ill.

SAM'L BINGHAM'S SON MFG. Co., Chicago, Pittsburgh, St. Louis, Kansas City, Atlanta, Indianapolis, Minneapolis, Milwaukee, Dallas.

WILD & STEVENS, Incorporated. No. 5 Purchase St., Boston, Mass.

Wood Goods

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Wood Type

HAMILTON MANUFACTUPING Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood type cases, cabinets, galleys, etc.

Paper Joggers and Counters

R. A. HART, Battle Creek, Mich., job presses, counters, $3.00; joggers, $15 and up

Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

THE CHANDLER & PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 715 S. Dearborn St., Chicago.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey St., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York; 279 Dearborn St., Chicago, Ill.

CHALLENGE MACHINERY Co., Grand Haven, Mich. Mfr's. Stonemetz Two-Revolution Presses.

WALTER SCOTT & Co., Plainfield, N. J.

KEYSTONE TYPE FOUNDRY, Philadelphia New York, Chicago, Detroit, Atlanta, San Francisco, Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

WOOD & NATHAN Co., 30 E. 23rd St., New York. N. Y.

Job Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

GOLDING MFG. Co., Franklin. Mass.

Printing Machinery

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

H. B. ROUSE & Co., 61-63 Ward St., Chicago, Ill. Printers' materials, job sticks, etc.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Printing Machinery and supplies.

PAVYER PRINTING MACHINE WORKS, 600-602-604 S. Broadway St., St. Louis, Mo.

THE ACME STAPLE MACHINE Co., 112 North Ninth St., Camden, N. J.

WANNER MACHINERY Co., A. F. Wanner Prop. New and Rebuilt Machinery carried in stock. Newspaper Presses in all styles, 703 S. Deaborn St., Chicago.

MASON & MOORE, 30 E. 4th St., New York. Write for list Rebuilt Presses, Cutters, etc.

Printers' Supplies

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

BARNHART BROTHERS & SPINDLER—All Branches. All kinds Type, Machinery, Wood and Steel Equipment, Brass Rule, Galleys, Chases, Inks, Leads and Slugs.

Chases

BARNHART BROTHERS & SPINDLER, Chicago. Chases—Electric welded.

Type Metals

SYRACUSE SMELTING WORKS, 149 Jewell St., New York City, Brooklyn Borough.

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Printing Machinery Rebuilt

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Wire Stitchers

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Roughing Machines

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Paper Supplies

J. W. BUTLER PAPER Co., Chicago, Ill.

HENRY LINDENMEYR & SON, 32-34-36 Bleecker St., New York, N. Y.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Numbering Machines

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Numbering Machines Specially Designed

WETTER NUMBERING MACHINE Co., 255 Classon Ave., Brooklyn, N. Y. Special Machines for Rotary Presses.

Photo-Engravers

BARNES-CROSBY Co., 215 Madison St., Chicago, Ill.

ESSEX ENGRAVING Co., 234-236 Congress St., Boston, Mass.

GLOBE ENGRAVING & ELECTRO. Co., 701 S. Dearborn St., Chicago, Ill.

SANDERS ENGRAVING Co., 221 Olive St., St. Louis, Mo.

GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

JUERGENS BROS. Co., 167 Adams St., Chicago, Ill.

ELECTRO LIGHT ENGRAVING Co., Scott & Browne Building, 411-415 Pearl St., New York City.

Punching Machines

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Style Cards

E. S. HANSON, 925 Linden Ave., Wilmette. Ill. Cover all ordinary rules of style Ten cents each; 3 for 25 cents.

Typesetting Machines

MERGENTHALER LINOTYPE Co., Tribune Bldg., New York, N. Y.

INTERNATIONAL TYPESETTING MACHINE Co., The Intertype. Foot of Montague St., Brooklyn, N. Y. Chicago: Rand-McNally Bldg. San Francisco: 86 Third St., New Orleans, 316 Carondelet St.

LANSTON MONOTYPE Co., 24th and Locust Streets, Philadelphia, Pa.

Type Founders

AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress St.; New York, William and Franklin Sts.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., South; Denver, 1621 Blake St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane. 340 Sprague Ave.; Winnipeg, Canada, 175 McDermot Ave.

BARNHART BROS. & SPINDLER, Chicago; New York City; Washington, D. C.; Kansas City, Mo.; St. Louis, Mo.; St. Paul, Minn.; Omaha, Nebr.; Dallas, Texas; Seattle, Wash.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago. Detroit, Atlanta San Francisco.

THE INTERTYPE "THE BETTER MACHINE"

MODEL A—$2,150. Single Magazine INTERTYPE embodying fifty improvements and simplifications.

MODEL B—$2,750. Multiple Magazine INTERTYPE combining versatility with speed and simplicity.

MODEL Y—$2,300. Linotype completely rebuilt with INTERTYPE parts into a two magazine machine

MODEL Z—$1,700. Linotype rebuilt from the base up—"A Better Machine than the Makers Make."

When buying a composing machine, why not buy a standard? It costs no more, yet gives you superior work and longer service.

More than 1,000 INTERTYPES in daily use, in such offices as the Chicago Tribune, Chicago Herald, Detroit Free Press, Detroit Journal, Cincinnati Enquirer, St. Louis Star, Omaha World-Herald, Omaha News, Lincoln State Journal, Evansville Courier, and hundreds of other well known dailies and weeklies.

Write for catalogues and particulars.

INTERNATIONAL TYPESETTING MACHINE Co.

C. D. MONTGOMERY, Manager
Rand-McNally Bldg.
CHICAGO

WORLD BUILDING, NEW YORK
SAN FRANCISCO
86 Third St.

NEW ORLEANS
316 Carondelet St.

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